

CAP'N CRUNCH DINOSAUR BASH

SPRING '98

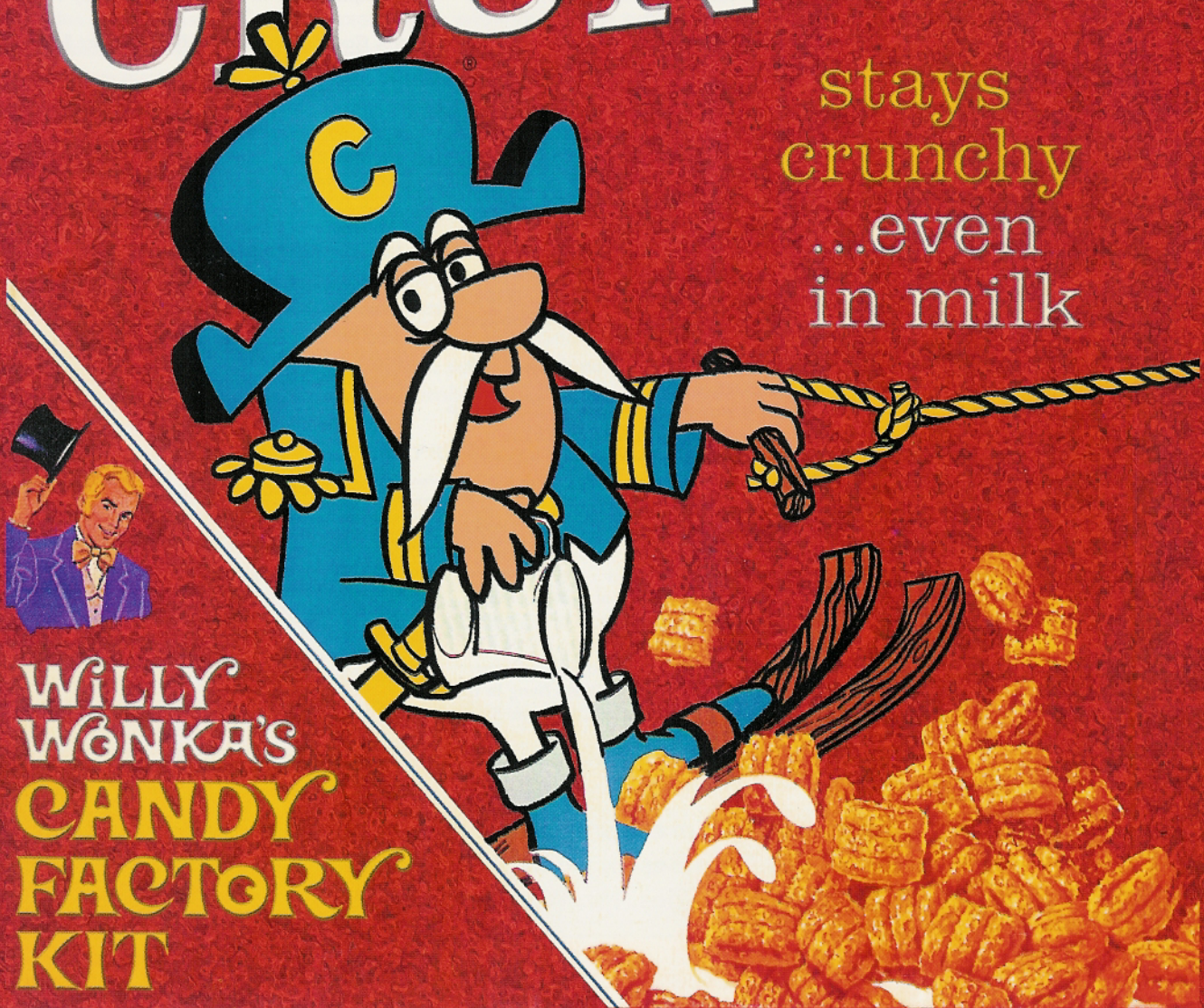
FREAKIE MAGNET

NO. 11

\$5.00

CAP'N CRUNCH

stays
crunchy
...even
in milk



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37. Monster Cereal Secret Compartment Rings: Fruit Brute, Count Chocula \$250 ea, Frankenberry (hinge snapped) \$150
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39. So-Hi acrobat: compete, assembled \$40
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- Monster Mini-mugs: Frankenberry, Count Chocula, Skull, Bat, Owl \$20 ea
41. Monsters Halloween Bag \$10, Monsters Go Disco record \$12, Frankenberry Big G Sweepstakes Card \$5
42. Frankenberry Halloween Mask \$10
43. Frankenberry: Pop Rocket \$8, Mini Racer \$15, sheet of unused Rub-Ons \$20
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45. Quangaroos Gyro-scambler \$30
46. Moonstones Big Bum Racing Wheel \$20
47. Springees: Bullwinkle, Rocky, Lucky Charms \$8 ea
48. Mary Poppins Pop up MIP \$45
49. Freakies Boats: Hamhose, Snorkeldorf, Gargle, Goody Goody, Cowmumble \$35 ea
50. Freakies Iron on Patches: 6 different \$8 ea
51. Freakies - Uncut printers sheet of 100 iron-on patches \$400
52. Josie & Pussycats: spoons, all sealed MIP Alan, Josie, Valerie, Sebastian \$35 ea; Erasers: Alexander, Josie, Valerie \$25 ea
53. King Vitaman Royal Racing Coach MIP \$20
54. Winnie the Pooh Honey Pot Co. Credit Cards all MIP: Kanga, Eeyore, Roo, Christopher Robin \$25 ea
55. Quisp comic - Plenty of Glutton \$45
56. Quisp Propeller Beanie in original box, ex, on-off switch missing \$400
57. Quisp: Coloring Posters: Space Race, Quisp Pumping Fuel \$30; Quisp hang in there bookmark MIP \$30; Crazy Creatures Stickers \$20
58. Linus the Lionhearted Fun Book in envelope, used \$45

59. Grins, Smiles, Giggles & Laughs walkers: Cecil, Giggles, Smiles \$25 ea
60. Shari Lewis finger puppets: Lambchop, Charley Horse, Wing Ding, Hush Puppy \$25 ea
61. Cap'n Crunch: red cereal bowl \$20; fishing pole, unassembled \$10; telescope \$10; Bosun Whistle \$8; Flying Guppy boxback \$10; imprint set \$20; Foam Raft \$15; Book of Fun & Games \$10
62. Flintstones Rollikins: Fred, Dino, Wilma \$10 ea
63. Flintstones Flintmobile MIP \$15
64. Archies Jalopy \$8; Popping Heads: Jughead, Veronica \$30 ea
65. Wheat Honeys - Pop Top Dog or Cat \$10 ea
66. Dick Dastardly Vulture Squadron Poster VG shape \$25
67. Pink Panther: SSP Car \$15; 5-in-1 Spy Scope \$75
68. Klondike Pete's Crunchy Nuggets balancing figures: 3 different all MIP \$20 ea
69. Winnie the Pooh Honey Nut Crunchers Crazy Car MIP \$15
70. Trix Rabbit playwatch \$12; Secret Compartment wristband \$12; Tiddley Winks \$15
71. Cocoa Puffs Cuckoo Bird Spinner \$15 or Boomerang \$10
72. Kellogg's Space Program patches: all MIP 7 different \$6 ea
73. Big Awards: Big Cheese, Big Brain, Big Chief \$10 ea
74. Nabisco Tiger Shark MIP \$8
75. Cap'n Crunch Space Invaders T-shirt \$18
76. Frosty-O's Energy Three Flying Saucer \$8

MISCELLANEOUS

77. Bedknobs & Broomsticks Placemats, mint in envelope (Nestle Quick) \$45
78. Funny Face Popsicle molds: Cherry, Lemon, Grape, Rudy Tutti Fruity \$25 ea
79. Funny Face unassembled Mexican Funny Face Packs printers proofs: Goofy Grape \$30; Jolly Ollie Orange, Freckle Face Strawberry \$40 ea
80. Funny Face: unused Pillsbury Flour Bag from the 60's with free pack of Funny Face offer with Goofy Grape graphics \$60
81. Dogs & Suds Spy Kit (identical to Sea Dog kit) \$25
82. Libbyland Dinner flicker action mug \$30
83. Buried Treasure Popsicle sticks many different \$5 ea
84. Kool-Aid pack, 1960's w/Bugs Bunny \$12
85. Disney's Gummi Bears (Quaker) cereal box, canadian only \$20
86. Ralston Waffle-Os cereal box \$25

Trades Welcomed. Wanted 60's-70's cereal premiums and boxes, Funny Face Packs & premiums, packages and premiums from Bosco, Cocoa Marsh, Fizzies, Thirst Fighters, Kool Pops, Burrys Cookies, Mr. Wiggle, PEZ, etc.

Welcome to the CAP'N CRUNCH DINOSAUR BASH!

Welcome again, cereal freaks, to another great issue of Freakie Magnet. This issue's feature character is Cap'n Crunch! The Nation's top Cap'n aficionados got together and pooled all their knowledge and photos of their collections. Also, inside, Nabisco and Marx Dinosaurs, Crazy Cow and MORE!

You'll be able to find Freakie Magnet in Borders, Tower Records and independent book stores again starting with this issue. While our main distributor, Fine Print, went bankrupt and is being LIQUIDATED, we were picked up by Desert Moon Periodicals, a hip outfit in New Mexico, and TOWER RECORDS! Distribution to retail shops means greater exposure for the hobby. In my mind greater exposure = more people = more box and prize discoveries. To serve our hobby, 2000 copies of this issue will be distributed! I am also offering Freakie Magnet at cost (\$2.50 per current issue when you order 10 or more) to Toy Dealers and others who want to sell Freakie Magnet at shows, in their shops, or hey, why not door to door in your neighborhood (remember GRIT?! Be the first on your block!

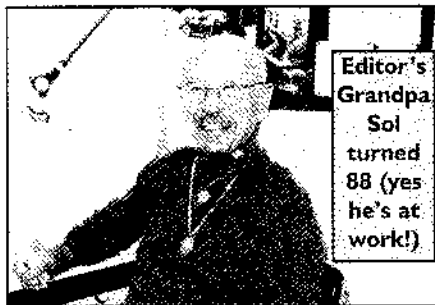
There have been a number of really good finds over the Winter, including Freakies and Monster Cereal boxes and a wide variety of prizes (including a Canadian QUISP and SIMON LE GREEDY springy figure to go with the Quake one pictured in FM#9 (See photo this mag!)). My favorite find was a Frankenberry "Holding Spoon" box to go with my Booberry "Holding Spoon" box (see last iss!). I encourage you to regularly send reports and photos of your new discoveries to me and to Tommy Brookshire who is writing the "Show and Tell" column for FM (see page 25).

Finally, I want to remind readers that FM classifieds are free and that the display advertising is ridiculously cheap! Please update your classified ads frequently and take out a display ad once in a while, it really helps us keep the boat afloat. Special thanks to advertiser Dan Goodsell who has supported FM from the beginning with a paid display ad in almost every issue! Until next time, I remain your humble Freakie Editor, Kevin.

P.S. See the back cover for a real SURPRISE!

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by Kevin Meisner is a Cereal Collectors Magazine for Everyone!

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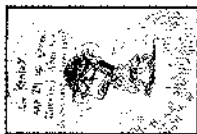
Full Page: \$80; Half Page: \$50
Quarter Page: \$25; Inside Covers: \$100; Back Cover: \$400.
Classifieds: ALWAYS FREE!
Advertising deadline for Freakie Magnet #12 is August 31, 1998!

Freakie Magnet #11 HEROES:

Lou Antonicello, Tommy Brookshire, Scott Bruce, Andy Caro, Roland Coover, Jr., Richard Dee, Bud Deegan (cartoonist), Joe Demarco, Duane Dimock, Dan Goodsell, KENTAX, Matt Kirscht, Christine Meisner, Jonathan Meisner, Morgan Publishing, Jim Rash, Ray Rhodes, Mark Schramm, Ralph Stout, Aaron Sultan, Toni Thordarson, Graham Triebel, Mikal Vollmer, Sonja Zamborski, Robb Zenner. If we forgot anyone, let us know! If your submission didn't make it into this issue, watch for it in an upcoming issue!

SPECIAL THANKS TO BUD DEEGAN
FOR "FREAKIE TALES OF HORROR"
FEATURED IN FM#10

Editor's Note: Freakie Magnet is a fun, editorial magazine about collecting cereal stuff. All positions presented are the personal opinions of the authors. The Freakie Magnet is not connected with and does not express or imply any connection with any of the cereal companies whose products, logos and trademarks are pictured and discussed herein.



CRUNCHY NUGGETS:

How I found a Hamhose ring and medallion by Jim Rash

I was fortunate enough to find a rare Hamhose ring and Hamhose white medallion. Here's the story.

There were no packages in the mail that fateful day, so I moved quickly to the letters. A gentleman from Indianapolis wrote that he was helping his sister through college by selling flea market stuff to collectors. He enclosed a grainy polaroid of thirty-three freakies premiums. At first glance, it appeared to be common stuff: nineteen plastic figures, three cars, two boats, and seven large magnets. But further review revealed a Hamhose ring and medallion! While still hyperventillating, I called him, made an offer, and held my breath. He accepted the offer! Exactly two weeks later, the "mystery prize" package arrived intact!



I called the fine gentleman who sold me the lot to thank him and ask how he ever found me. (My social skills extend only so far as "What's the best you can do on this toy?"). Apparently, he had found my name, phone number, and want list in a "There is a fortune in your attic" antique book! I can't figure out how it got in there, but I envisioned a disgusted dealer tired of receiving my want list had shipped it to the publisher. Thank you, whoever you are!

Any lessons here? (1) It's better to be lucky than good, or alternatively, Luck is the residue of design; (2) It pays to be persistent - a future edition of Webster's dictionary will have my picture under "rash" - an irritation that is difficult to get rid of.

-CEREAL COLLECTING ON-LINE

With the advent of EBAY auctions, newsgroups, collector and dealer websites, and e-mail, the internet has become a major buying and selling tool for all sorts of hobbies. With players like **QUAKE COLLECTIBLES** running EBAY auctions featuring great Hanna Barbera Cheerios cereal box flats (December 1997) and **TICK TOCK TOYS** with a frequently updated website that includes dozens of cereal boxes and premiums for sale, you miss a lot if you don't have internet access. Even **FREAKIE MAGNET** has a primitive web page. Many collectors have e-mail and I have to say that most if not all of my collecting involves some on-line contact at this point. Older Pentium 100 though 200 series are going very cheap these days, some for under \$1,000. Web TV is also an option. If you don't get it, you don't get it!

THE FREAKIE MAGNET HOME PAGE IS LOCATED AT
<http://members.aol.com/FREAKIEMAG/index2.html>

THE TICK TOCK TOYS HOME PAGE IS LOCATED AT
<http://members.aol.com/grickily/homeb.html>

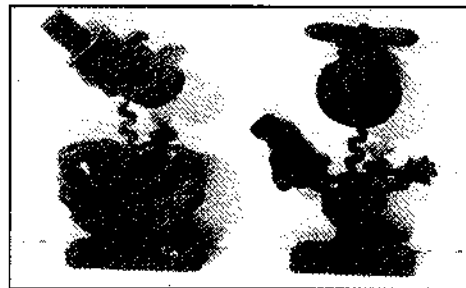
EBAY IS LOCATED AT
<http://cayman.ebay.com/aw/index.html>

DEJANEWS (FOR SEARCHING THE NEWSGROUPS) IS LOCATED AT <http://dejanews.com>

It's Coming: SIXTIES CEREAL BOXES & PREMIUMS by SCOTT BRUCE!

For real folks, this book is coming! While the 50's book was good, this book, due to its subject matter, is destined to be infinitely more popular. The book will contain more than 500 pictures of the best cereal packages, prizes and displays of the psychedelic sixties! More than 200 pages, this softcover book will come in a convenient 7" x 10" size! For ordering information contact Mr. Cereal Box at PO Box 481, Cambridge, MA 02140 or email at scott@flake.com.

QUISP & SIMON LE GREEDY SPRING HEADS FOUND!



Special Thanks for Sharing to Roland Coover!

RE-UP NOW!

Kevin - Yikes! I had no idea that my subscription to the Magnet had run out! I think I even missed #10! Please, please, please renew me... No wonder my life had been feeling so horrible and blue! Thanks for informing me of my tardiness! Best Wishes to all!

Mike Howlett
Cambridge, MA

Hi Kevin...
OK! OK! I'm back in the fold. I strayed for a while, but I've decided to re-enlist. Please find enclosed a check for a one-year subscription and the four back issues I'm missing...

I'M BACK!
(Don't make me grovel)

Mark J. Price
North Canton, OH
p.s. did I mention I'm back?

FREAKIE BOATS IN BOZO BAGS

Kevin-

Enclosed is my check for my subscription, also a photo of the Freakies boat Bozo the Clown bags that I have been finding. So far I have purchased three bags with one only costing me \$35.00. I've also enclosed an empty bag so that you can get a closer look at it. I remember them being sold in the stores in the early 80's for 98 cents. Also, 23 years ago when I was a boy I bought Freakies almost every other day. Back then I was living in Chicago, Illinois, and I seem to



NEWS AND LETTERS



remember purchasing Cocoa Freakies with a Snorkeldorf Ring enclosed as the prize. . . Is this possible? I know that the only prize known in Cocoa Freakies was the Hamhose Medal.

Ray Rhodes

Thanks for the photo and the bozo bag, Ray. If there is a Cocoa Freakies ring box I know at least one guy who may lose his mind (you know who you are!). It certainly is possible.

Dear Kevin - Another Bang-up issue! Guess what? Frankenberry and Booberry have returned to my area! It's the same mask box and both still taste basically the same (Frank is so sweet, I almost got a toothache)! Thanks for the latest Monster Cereal article and the picture of the "Drac" Groovie Goulies Candy box. I remember having a candy box with all the Groovie Goulies on the front when I was a wee lad of 4! I've always thought of the Goulies as second kin to the Monster Cereal gang. Looking forward to the next cool issue!

Steve "Sugar-Coated" Wann
Baltimore, MD

THANKS AGAIN FACTSHEET 5!

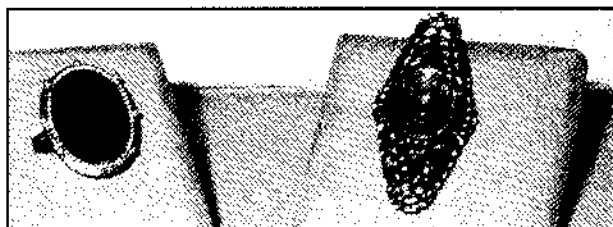
Dear Kevin (& other Freakie People),

Enclosed is \$5 for a copy of your fine publication **THE FREAKIE MAGNET**. Read about it in **FACTSHEET-FIVE #61** & decided that it was time to part with some cash. Please let me know if back issues are available. Also - I need to purchase Volumes of **CARTOONS CELING** Commercials. I have Vol. 2 & have rented Vol. 1 countless times @ a local video store but I wanna buy it, too. A guy named Duane Dimock is somehow involved, so if I could get prices I'd be a happy guy. Thanks!

Michael DiRoma
Agawam, MA

The Duane can be reached at 619-276-5253. FACTSHEET 5 RULES! Thanks to all FS-5 readers for your orders and thanks to Seth Friedman for always giving Freakie Magnet a review!

DARK SHADOWS RINGS FOUND!



Last summer I was fortunate enough to come across these two cool rings. The one I had heard of - the other I had not. As part of the 2nd series of Dark Shadows gum cards, made by Philadelphia Gum Card in the late 1960s, an incredible premium was offered. An actual Barnabas Collins ring! The ring was made of metal and complete with the ominous black stone - an exact replica of the one worn by the 1960s icon. The ring did have a variation - there were two different bands produced. One more plain looking, with an indentation in the center of the band. The second had a more ornate design to the band.

But the really crazy thing happened when I noticed a second ring. It was unlike anything I had ever seen before - large, cumbersome, very bizarre. The guy had it identified as a Quentin Collins ring. I took a chance and bought them - feeling fairly confident that there really was no Quentin Collins ring offer. However, the rings were very similar in structure and the "Quentin" ring actually had the ornate band variation! It was explained to me that the original owner had sent for TWO Barnabas rings back in 1968. Instead of receiving two of the same - she received one Barnabas and one "Quentin."

Skeptical, I immediately took both rings to a friend of mine who is a major Dark Shadows fan. I held up the "Quentin" ring to her, and she quickly, without hesitation, identified it as Count Petofi's curse ring. That's right, a curse ring. She remembered it distinctly from the TV show. I have described the ring to other Dark Shadows fans, and they have also confirmed the ring from the TV show. What I haven't been able to do, though, is confirm that the ring is from the Philadelphia Gum Card company. So if anyone has or remembers any further information on this ring, please contact me!

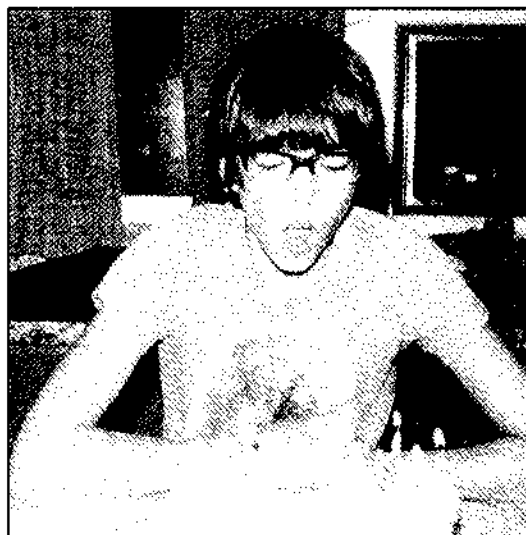
Aaron Sultan, 919-954-7111

GOGGEL!

This character known as "Goggel" from Sugar Jets cereal stands 3.5 inches tall. There is no copyright printed on this figure. Both the collector I obtained this from and collector/dealer Dan Goodsell seem to think it also included a parachute which neither I nor Dan have. It is not known whether this was an in-pack or send-away item. Most likely it was produced in the mid-1960's. Enjoy!

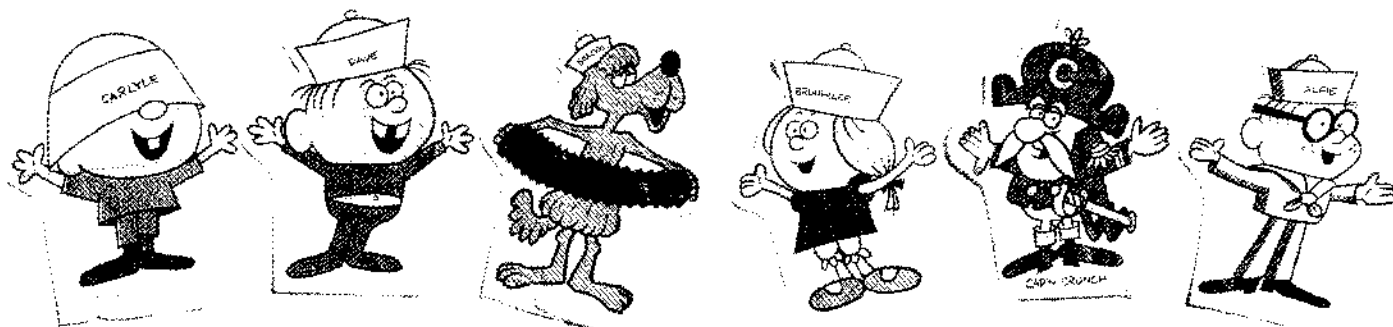
ROBB ZENNER

COOL! Thanks Robb!



Andy Caro's Freakie Birthday (1970's)!

The Return of CAP'N CRUNCH



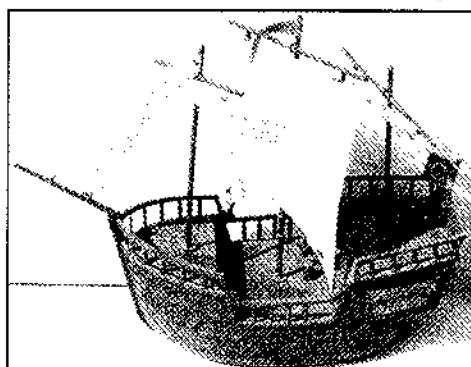
It is hard to believe that it has almost been 3 years since I wrote the first big CapNCrunch article for the magnet but alas time flies when you are collecting. It was kind of fun to look back at what I had written 3 years ago and then think about how much my collection has changed. Three years ago I was convinced that there were a couple of CapN items I would never be fortunate enough to get my mitts on, namely a mint guppy ship model (still my personal favorite CapN premium), a membership kit, and the Hat and Mustache kit. Luckily I have hung around and not faltered from my collecting to have these items come around. One bit of early collecting advice I received was be patient and everything will come up at some point! So those of you just starting out, stick with it and prioritize your collecting! Eventually those Quake Globe rings will come your way!

Probably the biggest news for CapNCrunch collectors is that prices have indeed risen primarily as a result of the Japanese market. It was explained to me that a small faction of Japanese collectors can just not get enough of the CapN. They don't even sell the cereal over there! I have been told that a Jean Lafoote bank can sell for as much as \$700

on the Japanese market! Wowzers, and I thought I was getting ripped when I paid \$125 for mine! One Japanese collector even went so far to design his own vinyl figure that is based on Carlyle but much more wicked looking! It seems that the Japanese idea of home decorating is to line their shelves with monster vinyls, CapNCrunch, Nightmare Before Christmas toys, Spawn and whatever else they deem to be cool for the moment! Proof of this is the number of Japanese buyers who can be observed at Kane County toting around giant bags filled with every sort of figural toy imaginable. The second big CapN news is the recent finding of Parachute Smedley toys that have popped up. If this is a legitimate item which I believe it is, it is by far the best looking Smedley premium I have ever seen! At this point of the introduction I would like to take the self-serving route and request that if anyone wants to help me complete my CapNCrunch collection please feel free to write me. My short list includes Set of 6 Large

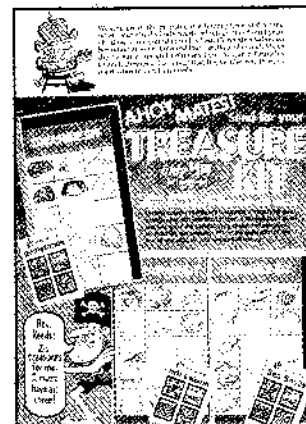
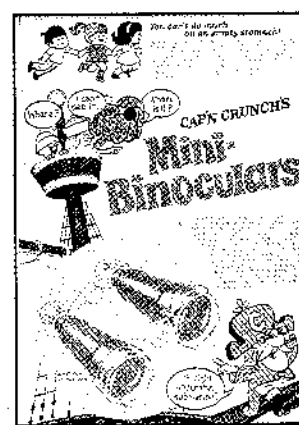
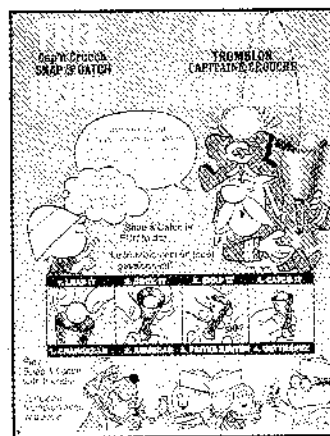
posters, CapN coloring cloth, bubble blowing guppy, bowling set, and the rocket ring. Send me these items and maybe I can be done with the CapN, or probably not!!

Good Sailing Mates!
First Officer Ralph (Stout)





CAP'N BOXES: Through the years the Cap'n has been on the front of a lot of cereal boxes. Above is a pretty good overview of his box front appearances from his start in 1963. The main box missing is a standard Cap'n Crunch box with him standing in a dinghy pouring milk but we do have him water skiing and posing with two very different Wilma the Whales (see oddities). Boxes from the collection of Dan Goodsell.

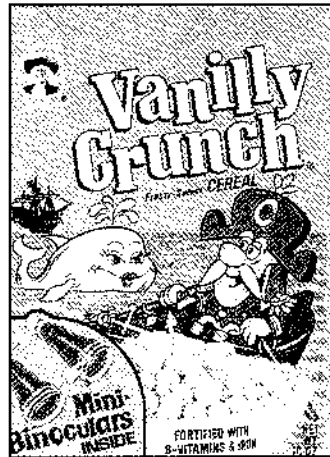
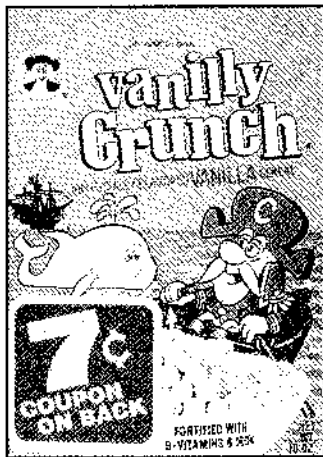


Boxes from the collection of Dan Goodsell

CAP'N & CREW BOX BACKS

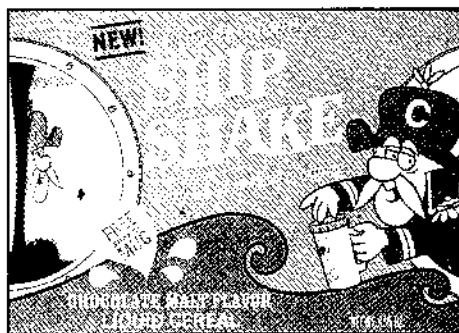
When Jay Ward created Cap'n Crunch, he didn't just create the Cap'n, he created an entire world and cast of characters. These characters were revealed in TV commercials and on the backs of the cereal boxes. The following photo spread shows those characters doing what they do best - selling the Cap'n and his cereal.

CAP'N CRUNCH ODDITIES by Dan Goodsell



As a Cap'n Crunch collector most of what I have found over the years has been premiums and cereal boxes. Every once and awhile I have found something odd that does not quite fit. In this article I'd like to share those odd pieces with you and the stories that went behind them.

In my early years as a collector, Toy Shop magazine was my major resource for finding items to buy. At this point I



only had a few items so when someone was selling a Ship Shake mug in the box for \$35 I had little interest because I already had one and was not interested in paying \$35 for a mailing box. A few weeks later

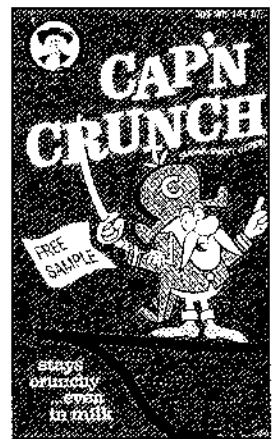
the same dealer called me after seeing one of my ads and proceeded to describe what a Ship Shake Mug in the box was. It was a beautiful color box with the Cap'n shaking the mug and a diecut window where you could see the mug. It did not have the original packets but I could live with that.

I took the boxed mug for the \$35 and asked what else he had, nothing at that point but there were two more of these boxes at the mall he got these from. We quickly worked out a deal on these. A few months later he called me again, he had picked up 10 Cap'n Crunch Ice Cream



Sundae signs. Once again we came to a reasonable settlement.

As a toy dealer I set up at shows and on occasion someone brings in something to sell. I was doing a show in San Francisco and a guy I deal with saw my want list and asked if I was interested in a Cap'n Crunch snack pack box. To my knowledge they had never produced a snack pack but I asked him to bring it the next day. The next day came and so did the so called snack pack. It was actually a Cap'n Crunch sample box that was sent out through the mail in a mass mailing in 1963! The front was the classic Cap'n on the Guppy. The back showed everyone on the Guppy while one side talked about the free comics in each box of Cap'n Crunch. The box was missing the top but we worked out an acceptable cash and trade offer.



One of my favorite pieces is a small diecut Cap'n Crunch shelf talker for the treasure chest offer from 1964. A shelf talker is a small sign that hangs down from the cereal shelf. This piece came out of a large collection which also included the first Cap'n Crunch box and the Peanut Butter Crunch box with the Super Ring offer.



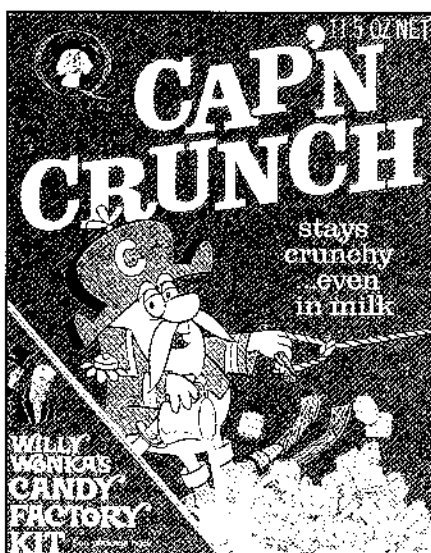
In my early collecting there was always talk of Cap'n Crunch Cookies. As a collector of all types of food this would be the coolest cross over. Once again I got a call from a collector friend who was getting the front, back and sides of a Cap'n Crunch's Peanut Butter Creme Cookies box. It had come from someone who had been so obsessed with the cookies that he cut up the box and mounted it with other box parts on a board. Once the box parts were peeled off the board they could be built up into a box. A trade deal was reached and I awaited my new prize eagerly. It came and was amazing. The Cap'n is in the crows nest filled with peanuts and holds a giant cookie. Rumors exist of a different cookie box with Sea Dog as the mascot but I have yet to track one of those down...



The Willy Wonka Connection

by Dan Goodsell

In 1971 Quaker took their success in the cereal aisle to the candy market. With the summer re-release of Willy Wonka and the Chocolate Factory, Quaker introduced America's greatest candy salesman Willy Wonka. In his top hat and purple coat, Willy Wonka introduced

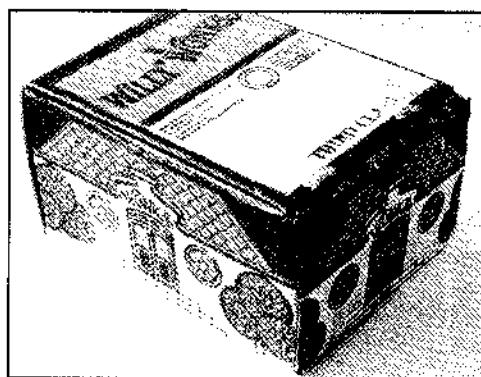


two new candies, Super Skrunch and Peanut Butter Oompas. Super Skrunch was a chocolate covered crisp rice and peanut butter bar similar to Butterfinger. Peanut Butter Oompas were candy coated chocolate and peanut butter candies.

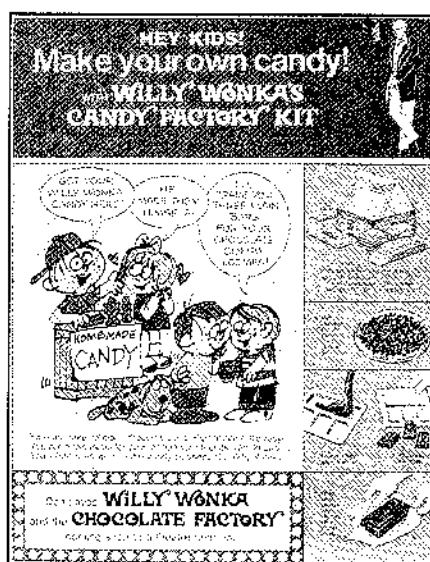
To launch their newest cartoon salesman, Quaker used Cap'n Crunch to lend a hand once again. In



1970 the Cap'n had helped out by selling 300,000 Willy Wonka Candy Making Kits. So in 1971 the Cap'n offered a Golden Ticket in every one of his boxes for 7 cents off a six pack of Willy Wonka candies.



To further promote the candies, Willy Wonka buttons and bumper stickers were given away in stores. Large



colorful bins held the candy at grocery stores. Burger Chef gave away 3 1/2 million candy samples at their 1000 locations. The Burger Chef promotion included store promotional material and may be one of the first movie/fast food tie in promotions.

The initial launch went well and as time went by other products were added to the line including Gobstoppers which were jawbreakers that came in cello wrapped two packs and the Scrumdillyumptious bar which was a chocolate covered caramel crisp. At some point a Willy Wonka Halloween Safety Kit was given away as a promotion. It came with two Halloween bags, a Super Scrunch bar, name stickers and Halloween safety tips.

As time went by Quaker changed its mind about being in the candy business and sold the Willy Wonka franchise to Concorde Confections (a division of Sunmark). They went on to create Nerds and ended up phasing out Super Scrunch, Oompas and Scrumdillyumptious. Nerds continue to thrive and Gobstoppers were still available in a smaller boxed form a few years ago. Willy Wonka continues to be the worlds greatest candy salesman.



THE CAPTAIN'S RINGS

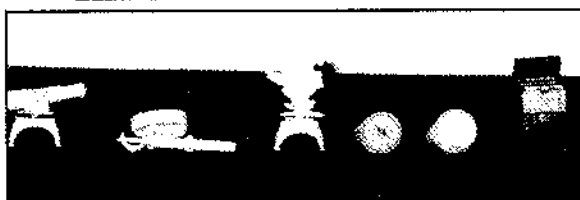
By Aaron Sultan

Quaker really knew what they were doing when it came to cereal rings. During the 1960s, Quaker was responsible for creating and producing some of the most coveted rings in cereal history. Not only are rings an age-old attraction to begin with - Quaker took it one step further by combining the theme of its flagship mascots, Cap'n Crunch and Quisp, into the actual design of each ring. With these rings a kid could imagine he was shooting a cannon from behind his desk at school. He could go for a journey on his raft in the creek and use his compass to guide him. He could hide secret messages in his Brunhilde 3-in-1 ring. Spying on the other kids from your treehouse was easy - with the handy telescope ring. Or engaging into bathtub battle with an enemy ship sometimes called for Dave's guided missile ring. Or secretly bringing your ring arsenal to school inside a Lost in Space or Beverly Hillbillies lunchbox. Or carrying around buried treasure on your finger - life didn't get any better!

So, true Crunch believers, here is the low down on the Cap'n's rings. Officially, two different series of rings were issued in Cap'n Crunch. The first set was released in the mid-1960s, best guesstimate would be 1965 (I'm pretty sure they pre-dated the Quisp/Quake rings). The set consisted of nine groovy rings - each with its own personality!

SERIES ONE

1. Cap'n Crunch Figural Ring: the essential Cap'n Crunch ring. This ring featured a full figure of the loquacious Cap'n mounted on a ring base.
2. Whistle Ring: Taken from the Quaker Crazy rings a few years before - what ring collection wouldn't be complete without a whistle ring? The big difference between this ring and its Crazy ring predecessor is that the whistle part stands perfectly vertical on the ring base. The Crazy ring whistle part was mounted at an angle.
3. Ship-in-a-Bottle Ring: Another knockoff of the Crazy ring series, the ship-in-a-bottle ring was key to this line. Too bad the ship wasn't the Guppy. But then again, who really cares? I still haven't exactly and precisely determined the difference between the good Cap'n's ship-



in-a-bottle ring and the Crazy one. Anyone know?

4. Pirate Puzzle Ring: A very difficult ring to identify. I still am not 100% sure on this one. Quaker, in its different ring lines, made several puzzle rings. I believe this one had a clear top and had a skull and crossbones design inside with two loose silver balls. The idea was to tilt and twist the ring until the two silver balls secured themselves in the eye sockets of the skull.

5. Sword in Scabbard Ring: One of the toughest of the rings to find. An absolute classic, this ring featured the Cap'n's sword, and a scabbard to place it in (when not in use, of course). See the picture. This ring is amazing. Its

base is unlike any of the other rings in this series. It has a very thin and fragile plastic connector to the ring. My guess is that this ring is probably the rarest of the Cap'n's first series rings, due to its multiple pieces and flimsy structure.

6. Cannon Ring: Another classic. The cannon is one of my favorites of this line. The cannon was essential to those Saturday morning, mid-cartoon battles with pirate and Crunch-nemesis Jean LaFoote. The cannon was mounted on a swivel for accurate firing. Nuff said.

7. Gold Coin Ring: An ancient gold coin mounted on the ring base. Must've come out of one of those treasure chest finds.

8. Treasure Chest Ring: Another classic. An actual treasure chest mounted on the ring base. The treasure chest lid had hinges that lasted about 10 minutes after the premium was opened. Inside, one could place secret messages and such. A tough piece to find with intact hinges (if any of you own any Monster Cereal secret compartment rings, you will appreciate this).

9. Compass Ring: This appears to be a direct copy of the Crazy ring version. Compass that really works!

SERIES TWO

Series two was released sometime in the early 1970s. I would have to guess 1971-72. Advertised as the Cap'n's "Super Rings", this series of four zany rings is highly

sought after by collectors, and surprisingly sometimes can command a higher price than some of its Series One counterparts. One reason for this is probably because each ring focused on a different member of the Cap'n's crew.

1. **Brunhilde's Spin-it Ring:** Arguably the grail of all Cap'n Crunch rings. A full figure of Brunhilde stood on top of the ring. You could turn Brunhilde into a top - you could blow a whistle - and best of all, you had a secret compartment. **Wow!**

2. **Dave's Guided Missile Ring:** A ring that actually fired a missile! This ring was so intricate that it required two diagrams on the back of the cereal box!

3. **Alfie's Spyglass Ring:** Sometimes referred to as the telescope ring, Alfie said this came in handy when searching for a wandering elephant lost in the sea looking for peanut butter.

4. **Carlyle's Rocket Ring:** Even though Carlyle couldn't see because of his cap, he could still participate in target practice with this self-guided rocket, complete with launcher and plunger.

don't they make this kind of stuff today? Better shut up, I'm sounding old again. Now for those of you who want to try to collect these titanical treasures...

I vaguely remember having maybe one or two of these rings as a kid. It wasn't until I saw a Jay Ward article a few years back in *Flake* that I became interested in putting together a collection. The Cap'n Crunch figural ring and Brunhilde Spin-it ring were by far my most expensive Cap'n Crunch ring purchases. Most of the others were fortunately much less expensive. Expect to pay over \$100 each for the two figurals. And keep your eyes peeled for bags of trinkets and junk. That's how I found my original treasure chest ring. Sifting through a box of

Cracker Jack premiums, I found a paper packet that was unopened and still sealed. I made a tear in the packet to see inside, and lo and behold: the treasure chest ring!

This confirms the fact that buried treasure still exists. Ahem. Well, I hope you have enjoyed this journey across this vast sea of breakfast lore. Til next time...Bon Voyage.

So there you have it. Two series' full of adventures. Why

A CAP'N CRUNCH PREMIUM LIST by Dan Goodsell

The following is a fairly comprehensive premium list of Cap'n Crunch premiums. For the most part I have not listed generic premiums that had nothing to do with the Cap'n. Prices are for reference only and as we all know prices fluctuate over time.

1960's IN PACK

Cap'n Crunch Bo'sun Whistle: Plastic whistle embossed with Seadog on one side and the Cap'n on the other. \$10-15

Cap'n Crunch Comics (1st Series): 16 page full color comic books. "Picture Pirates", "Fountain of Youth" and "I'm Dreaming of a Wide Isthmus". \$20-30

Cap'n Crunch Comics (2nd Series): 16 page full color comic books. "A Witch in Time", "Seadog Meets the Witch Doctor" & "Bewitched, Betwitched, Betweaked". \$20-30

Cap'n Crunch Hand Puppets: Thin plastic printed hand puppets. Cap'n, Dave, Alfie,

Carlyle, Brunhilde & Seadog. \$20-30

Cap'n Crunch Imprinting Set: Two different sets of 3 plastic stamps and a pink plastic ink pad. \$30-50 set.

Cap'n Crunch Iron Ons: Color iron on patches. Cap'n, Jean LaFoote, Carlyle & Brunhilde, Seadog and the Guppy. \$10-15

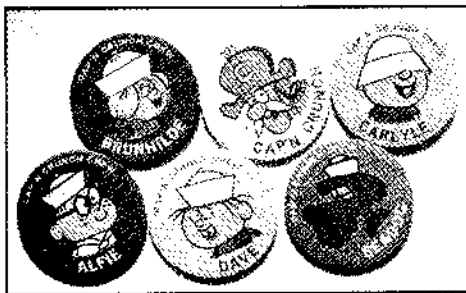
Cap'n Crunch Rings: Set of 9 different plastic rings. Cap'n Statue, compass, whistle, ship in bottle, pirate puzzle, cutlass, ship's cannon, pirate gold and treasure chest. \$100-200

Cap'n Crunch Shaker Mug: White mug with a printed image of the Cap'n that came with a red screw on lid the was embossed with the Cap'n. \$20-30

Cap'n Crunch Super Rings: Set of four plastic put together rings. Brunhilde's spin it, guided missile, I spyglass and rocket ring. \$100-250

Cap'n Crunch Travel Stickers: Set of eight different color stickers. \$10-15





Cap'n Crunch Wiggle Figures: Plastic figures that have springs either as their necks or legs. Cap'n, Dave, Alfie, Brunhilde, Seadog and Jean LaFoote. \$75-100

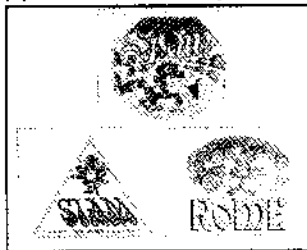
1960's MAIL AWAYS

Cap'n Crunch Cereal Bowl: Red or blue plastic bowl with raised images of the Cap'n and crew. \$15-25

Cap'n Crunch Coloring Cloth: Mail away plastic cloth and crayons. \$75-100

Cap'n Crunch Compass Watch: A compass on a tan plastic wrist band. \$20-40

Cap'n Crunch Crew Member Badges: Set of six tin litho pinback buttons. Cap'n, Dave, Alfie, Carlyle, Brunhilde & Seadog. \$15-25



Cap'n Crunch Guppy Model Kit: Brown plastic put together model of the Guppy with white vacuform sails, 2 small cannons and decals. \$200-300

Cap'n Crunch Magic Magnets: Two sets of four tin litho magnets. Cap'n Crunch, Dave, Alfie, Carlyle, Brunhilde, Seadog, Jean LaFoote and the Guppy. \$10-20



Cap'n Crunch Note Pad: 24 page notepad with color images of the characters on the pages. \$20-40

Cap'n Crunch Official Hat & Mustache: Color paper kid sized hat and mustache that came in a graphic mailer. \$150-200

Cap'n Crunch Official Membership Kit: Membership kit consisting of a certificate, membership card, badges, transfers, special message, decoder wheel, how to make swords & hats and a poster of "Our Hero". \$300-400

Cap'n Crunch Playing Cards: Deck of cards with the Cap'n and crew as the face cards. \$15-25

Cap'n Crunch Treasure Chest: Tan plastic treasure chest/bank that came with a bowl, pirate map, 5 gold coins, shovel and lock & key. \$50-100

Cap'n Crunch T-Shirt: Red or blue t-shirt with an embroidered image of the Cap'n. \$50-75

1970's INPACK

Cap'n Crunch Balloon Racers: Plastic cars powered by a balloon. Cap'n Crunch, Jean LaFoote & Smedley. \$10-15



Cap'n Crunch Bubble Blowing Guppy: Blue plastic guppy ship that holds soap to blow bubbles by turning a crank. \$50-75

Cap'n Crunch Bumper Stickers: Set of four different bumper stickers. \$5-10



Cap'n Crunch Glowing Bowling Set: Glow in the dark plastic set of a ball, a Cap'n figure and 2 ghost figures. \$40-60

Cap'n Crunch Gyro Top: Put together plastic gyroscope with small image of the Cap'n. \$5-10

Cap'n Crunch Magnaviewer: Plastic viewer with a clear magnifier used to view cartoon strips cut off the back of

the box. \$15-25

Cap'n Crunch Padlock: Plastic padlock embossed with a character and a matching key. Cap'n, Smedley and Crunchberry Beast. \$10-15

Cap'n Crunch Pennant Stickers: Sheet with two different pennant stickers. \$5-10

Cap'n Crunch Poppin Ship: Three part plastic Guppy that is held together by a rubber band and explodes when a target on the side is hit. \$50-75

Cap'n Crunch Scratch 'N Sniff Booklets: Set of three 8 page color & b/w fold out books with scratch & sniff areas. "Treasure Hunt", "Fun in the Sun" & "Signal Flags". \$10-15

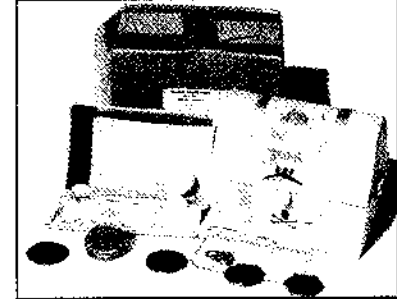
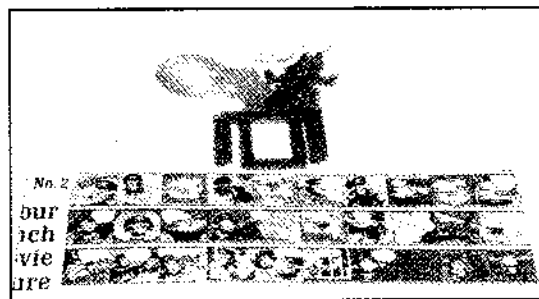


Cap'n Crunch Storyscope: Plastic wrist band viewer with a magnifier that uses round strips cut off of the box. \$15-20

Cap'n Crunch Telescope: Red plastic telescope with an image of the Cap'n on the side. \$30-40

LaFoote Pirate Kit: Sheet of cut out pirate accessories like a patch, mustache, ring, etc. \$30-50

1970's MAIL AWAY





decals of the Cap'n and a black zip strip. \$20-30

Cap'n Crunch Frisbees: Plastic frisbee with a full color sticker of the character. Harry Hippo (pink), Smedley (brown). \$50-75

Cap'n Crunch Kaleidoscope: Paper kaleidoscope has the characters printed on the side. \$20-30



Cap'n Crunch Posters: Set of six color posters. Cap'n, Brunhilde, Jean LaFootie, Seadog, Smedley and Crunchberry Beast. \$100-150 each

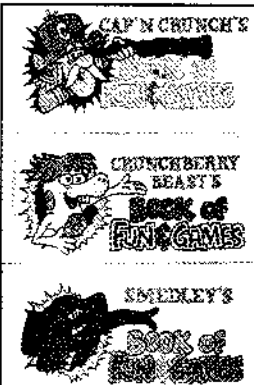
Cap'n Crunch Sea Cycle: Yellow plastic rubber band powered sea craft with decals. \$15-25

Cap'n Crunch Seadog Spy Kit: Blue plastic case which opens to reveal a compass and mirror. Came with an instruction sheet. \$20-30

Cap'n Crunch Sticky Wicket: Flat plastic target and plastic wicket covered with suction cups. \$50-75

Cap'n Crunch Treasure Kits: Boxed sets of samples with a booklet and magnifier. Sea Shells, Gemstones and Rocks & Minerals. \$30-40

Jean LaFootie Bank: Painted plastic figural bank. \$75-100



Willy Wonka's Candy Factory Kit: Kit containing candy molds, wrappers and instructions. \$75-125

Wilma the Whale Doll: Plush doll of Wilma with red plastic lips. \$100-200

1980's INPACK

Cap'n Crunch Animal Stamp Album: Set of three different animal stamp albums. \$10-15

Cap'n Crunch Book of Fun & Games: Set of three different booklets. Cap'n, Smedley & Crunchberry Beast. \$10-15

Cap'n Crunch Decal: Set of four different clear decals. \$5-10



Cap'n Crunch Finger Tennis: Plastic finger tennis game with the Cap'n and Jean LaFootie. \$10-15

Cap'n Crunch Fishing Pole: Plastic fishing pole with a small embossed image of the Cap'n. \$10-15

Cap'n Crunch Fun Poster: Set of four posters with one side in

color and the other side to color. \$10-15

Cap'n Crunch Glow in the Dark Poster: Poster of Cap'n in the crow's nest which glows. \$10-15

Cap'n Crunch Island Poster: Color poster with set of stickers. \$10-15

Cap'n Crunch Mini Treasure Chest: Plastic treasure chest with two paper coins. \$10-15

Cap'n Crunch Mystery Puzzles: Set of four different puzzles with a glow in the dark mystery. \$5-10

Cap'n Crunch Pocket Iron On: Set of 6 different iron on pockets. \$5-10

Cap'n Crunch Space Ships: Set of three plastic space ships that were powered by black air poppers. Smedley, Cap'n & Jean LaFootie. \$10-15

Cap'n Crunch Surfers: Set of three plastic hollow figures on soft foam boats the are powered by balloons. Cap'n, Jean LaFootie and Smedley. \$10-15

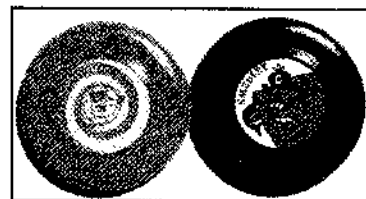
Cap'n Crunch Wallet: Paper wallet with Cap'n Crunch play money. \$10-15

1980's MAIL AWAYS

Cap'n Crunch Doll: Plush Cap'n Crunch doll. \$15-25

Cap'n Crunch Space Invaders T Shirt: Yellow t shirt with Cap'n and Space Invaders. \$20-25

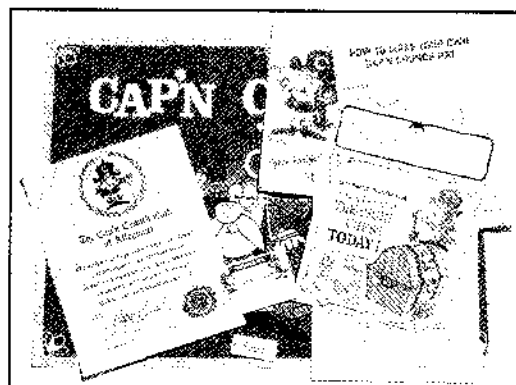
Cap'n Crunch Treasure Chest: Pressboard large put together treasure chest. \$30-40



QUESTIONABLE ITEMS

Cap'n Crunch Hand Puppets: Thin plastic hand puppets with yellow backgrounds. Probably a Canadian issue. Carlyle. \$25-35

Smedley Parachute Figure: Plastic figure of Smedley with a plastic parachute in his belly. Turned up in small quantity recently having never been seen before. \$20-40



Chapter X
A long time ago in a galaxy
far, far away.....
The match you never thought
You'd see!

CAP'N CRUNCH VS. LORD DARTH VADER

Our story begins on the deck of the Guppy when the crew brings Captain Crunch a little surprise.

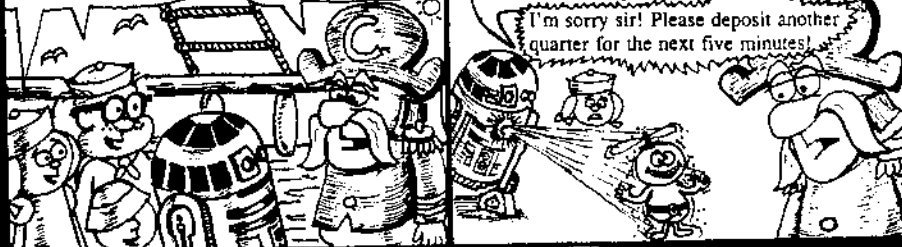
Captain! We found this droid and he say's he belongs to you!

That's funny? I don't seem to remember owning a droid before

Suddenly a hologram image of Quisp beams from the robot with a desperate message

Captain! I've been taken hostage by the evil Darth Vader! He wants me to tell him the location of some rebel base but I don't know what he's talking about! I...click

I'm sorry sir! Please deposit another quarter for the next five minutes!



Hurry Captain! Your my only hooope...!

Come on kids! prepare for hyper-space!

Instantly the Guppy is headed into deep space. Meanwhile, across the galaxy the evil lord is trying to extract the information from Quisp.

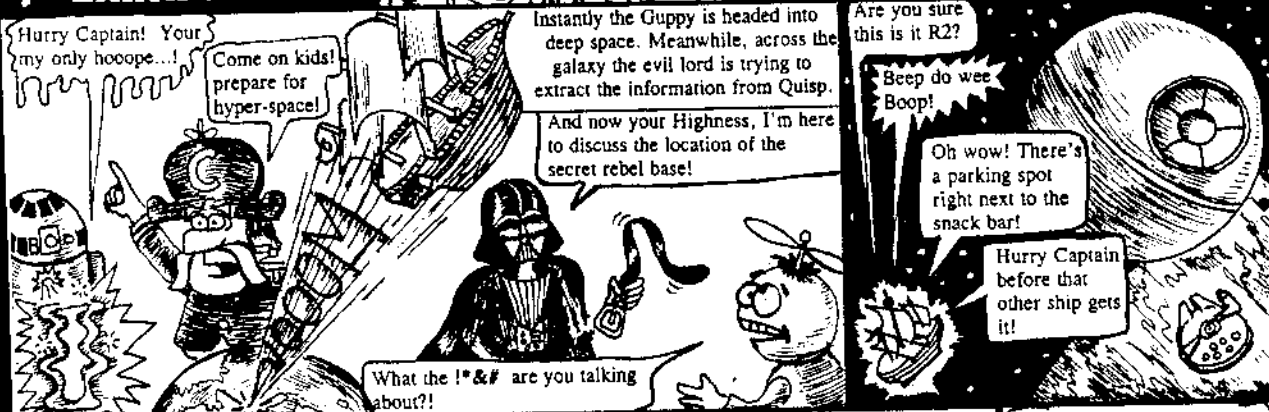
And now your Highness, I'm here to discuss the location of the secret rebel base!

Are you sure this is it R2?

Beep do wee Boop!

Oh wow! There's a parking spot right next to the snack bar!

Hurry Captain before that other ship gets it!



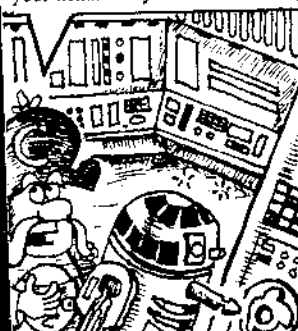
What the !*&# are you talking about?!

O.K. R2, plug into the computer outlet to find Quisp. Kids, turn your heads away!

Once the rescuers got the cell number they quickly ran to the detention block.

With a push of a button the door opened and the group quickly rushed in to find..

Intruders! I'll teach you to enter rooms without knocking!



Your sure this is it R2?

Beep Beep!

Tell me Where it is!

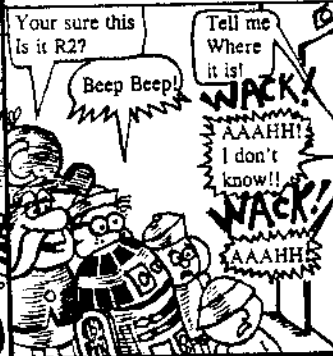
WACK!

AAAHH!

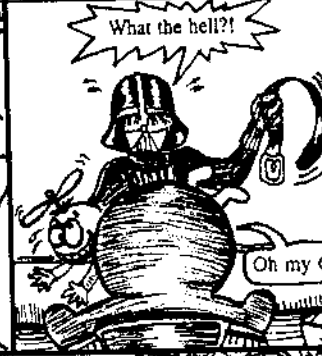
I don't know!!

WACK!

AAAHH!



What the hell?!



Oh my God!



That's o.k., believe me I learned my lesson!

Later, Back at home.

Let's talk this over Darth. How would you like to have a bowl of delicious cereal that stays crunchy, even in milk.

OW! Damn it! And my HMO won't cover this.

Here Cap'n I'll push this red button marked self destruct.

I'm glad that's over! Hey Quisp, sit here while I pour you a bowl of my Cap'n Crunch cereal.



Crunch this Spotty!



Sorry to chop and run Darth, but we gotta go. I'd shake your hand but.....



Good thinking Brunhilde! Quick kids, to the Guppy!

With a roar of the engines they all escaped just before the Death Star explodes.

That's o.k. Captain I'll just stand.



THANKS AGAIN TO FREAKIE MAGNET CARTOONIST BUD DEEGAN!

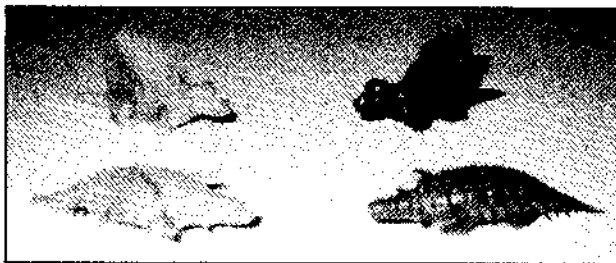
FREE INSIDE! PREHISTORIC MEMORIES IN EVERY BOX!

By: Lou Antonicello

The breakfast cereal marketplace has always been one of the most competitive areas of the food industry. During the post war "baby boom" years various strategies were employed to enhance product commerciality. Packaging became creative and colorful. Various human and animal characters were employed as salesmen for the product. The cereals themselves were given increasingly unique and exotic flavors and textures. Then the industry noticed that the medium of television, still in it's infancy at that time, was beginning to appeal to a wide audience of children. Premiums, relatively inexpensive toys, games and novelties, were used for years in radio promotions not only for breakfast cereals but for a wide range of products such as Ovaltine and Crackerjack. And the use of premiums became a good tool in television advertising as well.

Coincidentally, during the mid -1950's, there was an growing interest among children in dinosaurs and monsters, in general. This is evidenced by the large number of movies, comics, and children's books that featured these prehistoric animals. So, it's not surprising that eventually someone from an enterprising promotion company got the idea to use dinosaurs as a give away in breakfast cereal boxes. The visual possibilities were exciting when you consider the dramatic impact of showing dinosaurs on a television screen .

The first dinosaurs included in cereal boxes, incidentally, were not the famous ones that are the subject of this article. In early 1958, Kellogg's ran a promotion that featured 8 plastic dinosaurs, one free in each box of Rice Krispies. However, these were essentially identical to figures manufactured by Ajax Plastics, that you could buy in stores as a set. Therefore, they're not highly regarded by



premium collectors. They also lacked the benefit of an intensive television advertising campaign.

The dinosaur premium that most people remember from the era were released late in 1958. They were issued one free in each box of Nabisco's Wheat and Rice Honeys. The National Biscuit Company described these cereals as "the original honey flavored cereals". Neither Wheat nor Rice Honeys have been available to the consumer since the 1970's. These cereals featured a character named "Buffalo Bee" on the boxes. This colorful



character was a bee dressed in cowboy attire who used a six gun to shoot the cereal full of honey! Television commercials featuring Buffalo Bee are as memorable as any from that era. As a matter of fact, Buffalo Bee inspired several premiums of his own, including, a plastic bowl hanger and a tee shirt. At one point, there was even talk of Buffalo Bee getting his own half hour Saturday morning cartoon show, but the series

never materialized. The character did appear in three Dell Comic Books in 1957.

The company responsible for developing the premiums was Specially Advertising Services based in New York City. The actual creator was John "Wally" Walworth, who designed many of the best-loved Crackerjack and cereal premiums from the 1950's.



Walworth was originally an animator who worked on Betty Boop, Popeye and Casper cartoons. He arrived at Specialty Advertising in 1944 and created the Nabisco spoonmen and a number of Howdy Doody premiums. He also created the Buffalo Bee spoon rider and literally hundreds of Cracker Jack premiums. (The author of this article was privileged to receive a personal letter from Walworth in 1991 where he discussed the dinosaurs). Walworth died in 1992 at age 78.

In 1957, Walworth was enlisted to develop a set of dinosaur premiums to be used in a Nabisco cereal promotion. Not knowing much about the subject, Walworth journeyed to the Museum of Natural History in New York to acquaint himself with their anatomies. The Nabisco dinosaur set consisted of ten figures and each of these was sealed into a small opaque packet and then inserted one in each cereal box. The figures were small, on the average two inches long. They were manufactured mainly in two colors; marbled green and marbled red. The marble effect is from the light traces of lead in the plastic. During the 1950's, there were no restriction on lead being used in the manufacture of plastic items. There are also reports of blue color premium from this era but none ever turned up in my neighborhood during the time that cereal boxes were in stores. The ten figures included a Tyrannosaurus Rex, a Plesiosaur, a Pteranodon, a Paleoscincus, a Trachodon, a Parasaurolophus, a Dimetrodon, a Triceratops, a Stegosaurus and a Brontosaurus. These toys, incidentally, were manufactured by Banner Plastics in Paterson, New Jersey.

Despite Walworth's study of the skeletons at the Museum of Natural History, no real attempt was made to make these little figures appear anatomically correct or in proper scale with each other. The brontosaurus is proportionally too small and is sculpted so that the four legs fuse together to form a base. The T-Rex has arms that are much too long and a head shaped rather like a dog's. *Parasaurolophus*' crest is far too long and out of proportion. Most of the sculptures are somewhat unthreatening and a few even appear to be smiling. Yet it's the anomalies that make these figures memorable. These toys existed for playtime, not for science. So it turns out that Walworth did a good job of turning natural history into fun. And on top of that they were free - well almost!

As part of the promotional campaign, the cereal boxes were redesigned to feature a stegosaurus in a banner splashed across the lower portion of the box. Also inside the banner were the words "free inside! Realistic plastic model prehistoric dinosaur". Buffalo Bee was in his normal position shooting the cereal full of honey with his six gun. The back of the box featured a newly rendered depiction of dinosaur painter Charles Knight's famous prehistoric swamp. One side panel featured an ad for a Buffalo Bee tee shirt, the other featured an offer for the entire set of dinosaurs. In keeping with the fantasy nature of the figures, they were given exciting names on the box; including, "tyrant king, reptilian tank, sea serpent, and thunder lizard." The box described these figures as "realistic plastic models", but they were really just great children's toys.

Incidentally, the type of promotion, whereby a consumer can send in a box top and a small amount of cash to receive a product, is known in the industry as the "self liquidating premium." In the case of the Nabisco dinosaurs, the figures were offered in two sets of 5 figures each for \$.25 per set. You also received a small cardboard dinosaur guide which featured a thumb wheel you could turn to see pictures of the dinosaurs and read facts about them. Interestingly enough this guide carries a copyright date of 1957, indicating that the concept was devised long before Nabisco was able to put the plan into action. Walworth specialized in these paper guides designing them for several other promotions. The guides are less common than the dinosaurs and can sell for \$25 or more. (Strangely enough, I never thought to take advantage of this offer as a child, even though I was unable to complete my set from the cereal boxes. Furthermore, I've been in contact with many dinosaur and premium collectors through the years, and I've yet to hear from anyone who did send for the set. Despite that I was able to acquire one of the small cardboard boxes that Nabisco used to mail the sets out.)



An intensive promotional campaign was devised to market the figures. Nabisco salesmen visited supermarket headquarters armed with a special kit. The centerpiece of the kit was a hard shell reproduction of the cereal box which opened to display all ten figures along with advertising copy. It is said that the figures in the kit differed from the ones inserted in the cereal boxes in that they were made of a hard composition material rather than plastic. Several of these kits have surfaced during the last few years commanding prices of \$300 and higher.

A display ad was prepared for insertion in the Sunday comic pages of local newspapers. When the boxes of cereal were actually ready to be sold, supermarkets received displays and banners.

Most importantly, an intensive television campaign was prepared. A commercial was filmed featuring a very enthusiastic announcer, and footage from the movie "One Million B. C." The commercial also showed children playing with the dinosaurs in an elaborate diorama. This commercial was run constantly for weeks on Saturday morning programs such as "Andy's Gang", "Rin Tin Tin" and "Howdy Doody". As a matter of fact, the MC of the "Howdy Doody" show, Buffalo Bob Smith, preferred a personal approach to commercials and devised a live spot for the dinosaurs.

The end result of the campaign was that the cereal boxes sold out at local supermarkets quickly. Most kids weren't able to complete their sets of figures because when supermarkets re ordered Wheat Honeys and Rice Honeys they received the next promotion. However, Nabisco continued the "mail-in" for several months, well into 1959, and boxes featuring Rin Tin Tin premiums still carried the side panel offering the set for \$.50.

Interestingly, kids of the 1950's were divided into two camps regarding the dinosaurs. There were youngsters, like myself, who liked them because they were fun and then there were kids who were disappointed because the figures were small and not very "scary". A lot of the allure that these small plastic dinosaurs have for adults in the 90's stems from the fact that the figures are quaint and have a certain charm to them. They definitely rank up there with the most memorable nostalgic toys



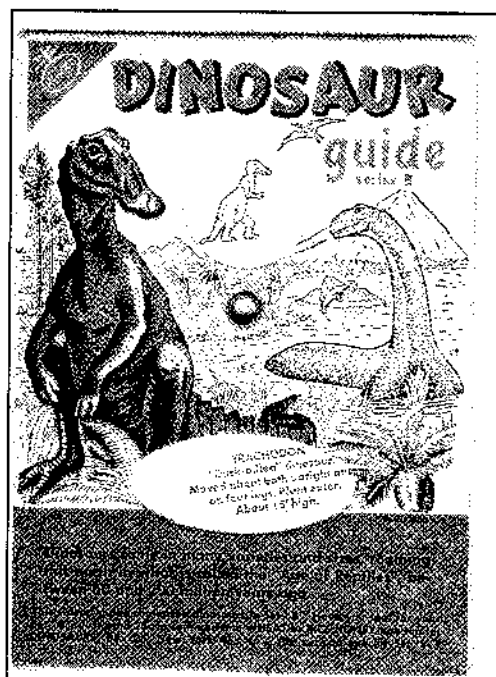
and premiums from the 1950's.

The saga of the Nabisco dinosaurs didn't end with the cereal promotion. During the early 1960's, the toys turned up in arcades at the Jersey Shore and Coney Island. I remember feeding a lot of coins into a game machine, in hopes that a small crane would snag a plesiosaur or triceratops.

In 1960, Nabisco initiated a new promotion this time for "Prehistoric Beasts". In this campaign, there were eight figures,

again designed by Wally Walworth and inserted "free inside", one to each box of Wheat or Rice Honeys. These figures were made of soft silver plastic and were larger and more accurately detailed than the earlier figures. Again, memorable box art was devised and an intense television campaign was utilized.

However for this promotion you could not send for a complete set ---you had to get them out of the cereal boxes. Figures included Woolly Mammoth, Sabertooth Cat, Hoofed Giant, Giant Pig, Greatneck Camel, Titanic Beast, Giant Rhino and Giraffe Camel. Incidentally, these animals were actually mammals and roamed the earth during a later period than the dinosaurs, who were already extinct. The boxes also referred to the creatures by their technical names such as smilodon, barylambda, and alticamelus. In 1995, the A & E cable network aired a biography on Buffalo Bob Smith and during the course of the program, showed him doing a live Howdy Doody spot for the prehistoric beasts.



for high figures.

The silver prehistoric beasts also sell for \$4.-6. each, although a recently discovered lavender set would go for a lot more. To the author's knowledge, the prehistoric beasts have never been re-issued.

Despite the fact that classic toy and cereal commercials from the 1950's and 1960's are turning up by the dozens, the original 1958 dinosaur commercial has yet to surface. Perhaps someday soon, as I for one, would love to see it again.

Today the Nabisco dinosaurs are viewed as quaint nostalgic little mementos from a bygone era. The current generation would probably be bored with them, and they're of little use as accurate portrayals of dinosaurs. But if you were a kid in the 1950's, you most likely remember both the dinosaurs and wheat and rice honeys fondly.

ADDENDUM

The original Nabisco dinosaurs turned up again in 1970 when they were used in a giveaway promotion for Frito-Lay. Colors this time were gray, black and dark blue. A noted collector mused that Frito-Lay made collecting the figures simple, since you could feel the bag to determine which figure was inside. This solved the old problem of attempting to complete a set of figures from cereal boxes, but getting endless duplicates. The dinosaurs turned up again in the mid-1970's when a local mid western ice cream manufacturer inserted the original figures in brown and tan colors into it's packages.

Pastel color versions of the original ten figures turned up in party stores during the 1980's. You could reach into a fish bowl and grab a handful of the figures for a dollar or so. During the late 1980's, a New York toy company marketed the toys in modern soft plastic and modern colors. The figures were packaged in a plastic bag with a header card and called "The Lost World".

During the 1990's, the figures became sought after again as toy collecting reached it's current level of popularity. A set of the dinosaurs with the guide went for \$300 in a Hake's auction in 1991. A few months later a partial set with the guide and original Nabisco mailing box sold for \$150. (the author bought them!)

In 1994 in an ironic twist of fate the TootsieToy company released a header card bag of dinosaurs that combined the Ajax dinosaur that Kellogg's offered in 1958 with the Nabisco's. The figures were cast in bright colors such as pink and yellow. The figures looked great so it's safe to assume that the molds are in good shape and we'll see these figures again someday.

Currently, the figures sell in the \$4.- 6. price range for original colors and slightly less for the late blue, black and brown figures. Some collectors try to collect as many color variations as they can. The dinosaur guide can go for \$25 or more, and the cereal boxes sell for \$75 and more when you can find them. Naturally, special promotional items, such as the salesman's kit, would sell

Nabisco Dinosaur Promotion 1958

Boxes - two styles - Wheat Honeys and Rice Honeys
Paper dinosaur thumb wheel guide

Dinosaurs - ten figures

T-Rex or tyrant king
Triceratops or three-horned dinosaur
Parasaurolophus or crested dinosaur
Stegosaurus or armored dinosaur
Brontosaurus or thunder lizard
Trachodon or duck bill dinosaur
Paloscincus or reptilian tank
Pteranodon or flying reptile
Plesiosaur or sea serpent
Dimetrodon or fin-back dinosaur

These are the names as they appear on the boxes and they are not necessarily the correct or currently accepted names. Nabisco Prehistoric Beast Promotion 1960

Boxes - two styles- Wheat Honeys and Rice Honeys
Prehistoric mammals - eight figures

Balucitherium or giant rhino
Barylambda or hoofed giant
American Mastodon or woolly elephant
Smilodon or sabertooth tiger
Alticamelus or giraffe camel
Dinochus or giant pig
Titanatherium or titanic beast
Macrauchenia or great neck camel

These are the names as they appear on the boxes and they are not necessarily the correct or currently accepted names.

A Marxist Philosophy 1955-1963

by Joe DeMarco

The following dissertation is the result of the experiences of a lifetime of collecting Marx dinosaurs by a Marx fanatic, myself. Nothing here is a claim to absolute factuality except for the basic nostalgia, recollections and love of collecting Marx dinosaurs...

The history of Marx dinosaurs is a fascinating subject to us Marx fanatics. For many dinosaur enthusiasts and collectors, the Marx dinosaur models were the beginning of it all; the genesis for a lifetime of interest and passionate obsession of the intrigue of prehistoric life.

It is believed that all "original" Marx dinosaurs date approximately from the 1955 to 1963 era. In order to fully understand or undertake any dialogue concerning the Marx models it must be fully understood how they were produced. Unlike today's lavish scale model reproductions, the Marx dinosaurs were released by mold groupings. They are not single pieces. It is important to understand what pieces belong to these groups and their relationship to each other before we get into an in-depth description and history. Each Marx mold was given a number noted below in parenthesis. To my knowledge, the Marx molds can be delineated as follows:

1. Small mold group (PL755)--Triceratops, Cynognathus, Plateosaurus, Sphenacodon and Dimetrodon.
2. Large mold group (PL749)--Brontosaurus, Pot-Belly T-Rex and Kronosaurus
3. Medium Mold group (PL750)--Allosaurus, Hadrosaurus, Trachodon, Ankylosaurus, Stegosaurus and Pteranodon
4. Second Series mold group (PL 1083)--Megatherium, Mammoth, Moschops, Styracosaurus, Iguanodon, Parasaurolophus, Struthiomimus and Smilodon
5. Revised mold group (PL 977)--Sleek T-Rex, Brontosaurus, Trachodon, Dimetrodon, Triceratops, Ankylosaurus, Stegosaurus and Allosaurus.

Marx dinosaurs, some believe, were first produced in the early to mid 1950's...but, in actuality, cannot be verified until 1956-57. The original Marx line consisted of 14 dinosaur pieces from mold groups PL749, PL750 and PL755. These pieces were released in stores and sold loosely in store bins and as bagged sets during the late 1950's. These figures were made strictly, in that time period, in gray and green colors only, and were produced in the classic Marx lead based soft plastic. These figures sold generally from ten to twenty five cents and the success of these sales prompted the Marx Company to release their first prehistoric playset later in the 1957 year. The original Marx playset consisted of all 14 of these dinosaurs plus multiples of the small mold group(3 extra Dimetrodons, 3 extra Plateosaurs plus one extra Triceratops, Sphenacodon and Cynognathus)...totaling 23 dinos in all. The playset numbered #3390 and called "The Prehistoric Times Playset, Series 1000" also included a large vacuform mountain-lake along with 12 cavemen (6 tan and 6 cream...although they sometimes came in beautiful brick red and gray sets), 4 trees, 6 ferns and the Marx booklet. The box is a large 16x27 inches with a stylishly designed lithograph drawing on the cover. Main images have views of each of the dinosaurs with cavemen



watching from a nearby cliff. To my knowledge, there are 2 different versions of the #3390 box. One has fold in flaps, the other has a carrying case handle. This is the set most people remember from childhood and most people strive to recapture. My experiences show me that most Marx collectors have a vivid recollection of the fragile vacuform lake. This single piece scenery formation is quite large (box sized) and has smoothly contoured hills and a waterfall. Because of its brittle quality it tended to crack easily.

Therefore, most often, the vacuform was the first part of the set to be discarded. Because of this, finding a #3390 playset with a mint condition vacuform is rare which is not difficult to understand considering this playset is now bordering on 40 years of age. Additionally, many collectors have a fond remembrance of the Marx booklet. This small literary work usually had lithograph drawings of all the dinosaurs along with a description of the animals and their historical data. This, too, tends to be a missing piece in most playsets. In the playsets themselves, the dinosaurs and trees, etc. came packaged in identifiably marked paper bags.

For the cost conscious collector, there were small modified versions sold of the Marx playset at this time as well. Usually packaged in a small polka dot box, the mini-playsets were known to contain about 13 dinosaurs and 3 cavemen without all the other glorious playset accessories...

In 1960, riding the wave of success of the #3390 Playset, Marx produced and released another playset...Prehistoric Times #3388, although it is also released as the #3394 set and even sometimes came unnumbered altogether. This set was packaged in a small lithograph 17x15 inch box. This box, too, had a beautiful lithograph cover depicting a Brontosaurus in the foreground and a Pot-Bellied Rex in the background eating a Plateosaurus. The shadowy silhouette of a Kronosaurus adorns the front left of the box. This set contains, usually, 31 dinosaurs, but I should note that my experience shows me the variety and or number of animals can differ with all playsets issued under this #3388 format. Apparently, Marx had no standards for what actually went into a playset other than it contain a certain predetermined number of pieces...be they animal or accessory.

The biggest addition to this #3388 set was a new T-Rex (the sleek, revised version) which accompanied the Pot-Bellied Rex in this set. This sleek T-Rex was a much more scientifically accurate depiction of the creature. Most sets generally contained doubles of the awesome new revised T-Rex although I have seen a few that had doubles of the Pot-Belly instead. In either case, both meat eaters were present in this playset. The compliment of the other dinosaurs generally remained the same as in the #3390 set but additionally included a duplicate set of the PL-750 mold group in a differing color. Other notable changes in this set was the fragile vacuform plastic mountain base was replaced with 4 individual rock and lake pieces made out of hard plastic and colored in gray or brown. The trees and ferns remained constant and this set more often than not, had no cavemen for whatever reason, although there have been original sets found that did have some cavemen included. One of the biggest changes in this set was in dinosaur color. Brown was introduced as a standard Marx color and generally the PL-750 mold group came in brown in this set. In addition, one or more of the large mold pieces in this set are generally in a metallic silver color and sometimes the rare

metallic green.

Marx released a bevy of playsets during the subsequent years with different production numbers, but all were a variation of these 2 aforementioned sets to most degrees. At the same time, Marx continued their sales of individual dinosaurs in stores. But, now, they were sold in shades of brown, gray and green. The metallic green and silver pieces, to my knowledge, were never sold as individual pieces. These were playset premium pieces only and, today, are quite rare. When Marx introduced the sleek T-Rex in 1960, they produced an entire new mold group of dinosaurs. (The revised mold PL-977) With the exception of the sleek Rex, all other dinosaurs are the same as their original brethren with minor exceptions. Why Marx did this re-tooling of the same figures has been the cause of much speculation, but most believe it was to improve the posture of the figures in some cases, and in others, simply to save on plastic. A description of the mold "revisions" and their identifying marks are as follows:



1. **T-Rex:** This is the easiest revision because the dinosaur is a completely different pose. The original T-Rex is fondly known as the Pot-Bellied T-Rex because of his robust stomach. The sleek T-Rex or "revised" Tyrannosaurus Rex is more in tune with the scientific vision of what we know a T-Rex looks like by today's vision and is more animated and fearsome.
2. **Brontosaurus:** The original Brontosaurus is near identical to the revision. The original piece has 4 large mold circles on its feet and the descriptive words on the animal are large, crisp and higher up on the abdomen. All revised Brontos have small mold circles on its feet and the descriptive words are small and on the very underbelly of the dinosaur. This, and most revised mold pieces have a slightly shinier texture, as well.
3. **Trachodon:** Original trachodons have their forepaw pointing downward. This piece is slightly unbalanced and tends to lean to the left. Revised Trachodons are perfectly balanced and the forepaw extends upward.
4. **Stegosaurus:** Original Stegos have a single large mold circle on the left foot. The other 3 feet will have small mold circles. The revisions have a small mold circle on all 4 feet, or in some instances, no mold circles at all.
5. **Ankylosaurus:** The revised Anky is slightly slimmer with smaller legs but the easiest way to discern the pieces is by looking at the underbelly. Originals have a pebbly texture and revisions have a grid like pattern.
6. **Triceratops:** Again, the revision is slightly smaller in girth but original Trikes have thicker and firmer horns. The revision has flimsy, thin horns.
7. **Allosaurus:** The revised Allo has his paws tucked further under than the originals. Also, all Allosaur originals lean in an unbalanced posture. The revisions have perfect balance and all toes on the feet point straight forward.
8. **Dimetrodon:** The only visible difference in these 2 is the revised Dimetrodons do not have a mold circle on the underbelly. All originals have a faint mold circle on the underbelly.

These 8 figures were only known to be sold as a group on blister cards and in the #3398 playset. (See Below) With the advent of the "revised" group of 8,



Marx then took the original large mold group (PL-749) out of production. The reason for this is unknown and remains a mystery to this date. Speculation is they simply wanted to ensure the success of the new T-Rex model. But, at the same time, they were removing perhaps their most popular creature in the Kronosaurus? Because of this marketing ploy, most often the Pot-Belly Rex and Kronosaurus tend to be in lesser number and higher demand than most other Marx models...and especially exist in less diversity of color. The 8 revised pieces, additionally, seem to be the most common of the Marx original figures as they were sold in abundance during Marx's peak popularity. Plus, it was probably more thrifty to buy a set of eight pieces together than pick them out one at a time, especially since most folks, I assume, would have wanted the new T-Rex. In 1960-61 Marx also released a second set of blister carded figures. These are known as the second series pieces (PL 1083) and came carded as a group entitled "Monsters and Mammals." The advent of this set of 8 brought on the addition of yet another standard, but less common Marx dinosaur color, that being tan. These pieces can often be found in the very desirable tan color on the blister cards. It is believed that the second series carded sets of Marx pieces were also never sold as individuals but only as a carded set or as a part of the #3398 playset mentioned below.

It was 1963 when Marx released the granddaddy of all playsets. The #3398 Prehistoric Times Playset includes all Marx dinosaurs and cavemen except the original large mold group (PL749). There are 57 total pieces in this set, 36 of which are dinosaur pieces. This is probably the rarest and most desirable set to seek and find among collector's today. A major change in marketing was the addition of a new interlocking 3 piece mountain-lake set with land bridge (which came in brown or marbled brown), 12 cavemen (6 tan and 6 cream), all the trees and ferns, and a new revised booklet. The large 12x24 inch box depicts the revised T-Rex walking through a time tunnel of concentric circles. This is probably the most sought after of all Marx playsets today. The box alone is the quest of many a collector. The #3398 set usually contained the medium mold group in the very desirable tan or chocolate milk brown colors. This is an extremely rare set of pieces in either color shade. The second series (PL-1083) figures were usually a reddish brown color in this set. This is the only Marx playset which contains the second series pieces and the revised mold pieces in total. This set represents the pinnacle of Marx production. Shortly thereafter the U.S. government mandated the lead pigment be removed from the paint in the Marx plastic. The resultant product was an inferior quality dinosaur so it is assumed that rather than lower their standards, Marx simply dropped out of the dinosaur production.



Original Marx dinosaurs remain in great demand even today. These are the collectibles by which most other modern day models are judged. Collecting Marx is almost considered an art form and is

usually done by set and then, after that achievement, most Marx fanatics will look to color as a priority for collecting. Re-finding a childhood playset in acceptable condition is a crowning achievement in collecting. Collecting color matched Marx sets is the passion!

When attempting to color match Marx models it is important to keep in mind how extremely difficult this task can be. Keep in mind, the Marx dinosaurs were produced by mold groupings as outlined prior. So, the mold mated dinosaurs "must" be consistent in color. In other words, if one piece of a mold is found in a certain color, then they will all exist in that color. Because the dinosaurs were produced on five different molds, color matching them perfectly is a challenge. The only way to insure absolute "perfect" color matching is to find the mold grouping pieces in a playset. Individual pieces tended to vary in shade greatly. In the case of Marx, the standard green color has a wide but subtle range in variance. Additionally, it is important to note that not all Marx dinosaurs were produced in every color.

Here's a brief overview of what, from my experience, exists in Marx colors by mold group:

Small Mold Group (PL-750): Most common color is standard greens. Also abundant in grays and available in lesser numbers in browns. Never made in tan or metallic green or silver.

Large Mold Group (PL-749): Most common color is gray. Also abundant in green. This color was never molded in basic and darker brown but is the only group to exist in silver. Also, this group was molded in a very light shade of chocolate milk brown but it is extremely rare. Never made in tan but was made in metallic green in rare numbers.

Medium Mold Group (PL-755): Common color is grays and greens. This group was also never done in basic and dark brown but does exist in rare numbers in chocolate milk brown. This group was made in tan in the #3398 playset only and is a premium color. Never made in metallic green or silver.

Second Series (PL-1083): This group was made in most colors including tan. This group even exists in a slightly different shade of metallic green. Most common color is brown and gray and standard green is the least common of the regular Marx colors. Not made in silver.

Revised Mold (PL-977): Also came in most every Marx color. Rumored to exist in metallic green and tan but I've personally never seen either. Never made in silver.

Keep in mind, this discussion relates to the standard colors Louis Marx permitted for the production of his dinosaur models. Many hours were spent determining which color kids would find desirable. It appears the Marx philosophy was based on conservatism. For that reason, Marx tended to stick to more earthier tones in their original figures. But, one of the critical things that made Marx so popular, besides the perceived color of the figures, was the mere quality of its product. Unlike MPC, Tim-mee and Ajax, Marx had very strict quality control and production standards. But, one of the outcrops of this strict quality control was what should be done with the resultant garbage or molding errors?

As you may or may not know, the Marx dinosaurs were produced in injection molding machines. These machines, apparently, are not conducive to reusing plastic so virgin plastic had to be used for each and every run of dinosaurs produced. Recycling was not an option. Anything that did not come out to pre-set standards, be it due to mis-molding, short-molding or even color disparaging had to be thrown out according to the Louis Marx bylaws. Needless to say, over the many many years Marx was in business, that came to be quite a stash of trash items. What makes this quality control all the more intriguing is Marx did not burn its plastics, they simply buried

them in the now infamous Marx Toy Dump. Located about 20 miles outside of Moundsville, West Virginia, this large landfill area is (was) the home for a glorious array of discarded Marx toys. Now, keep in mind, we're not only talking dinosaurs, we're talking every single Marx plastic mold ever produced. Daily, thousands and thousands of pieces were discarded and dumped and buried and covered over. But, as long as Marx was in business, the dump was a moot area. Owned and operated by the Marx Toy company it was off limits to outsiders. When Marx went out of business in the late 1970's so did the reluctance to take a pick and shovel and visit the dump area. Going on a paleontological dig was no longer limited to the paleontologists with a true fossil mission. The collector, with his own passion and appreciation for "fossil toys" could make his own dig. As in real life fossil hunting, this, in most cases, could be a fruitless venture. The landfill area is on an expansive tract of land and hitting a dumped area would be akin to finding a T-Rex fossil laying openly in a desert bed of sand. But humans, and especially toy collectors are, as we know, quite obsessive. What lies below the grounds in West Virginia was a mystery and we all know, human beings love a good mystery. A few failures never dissuaded any passionate toy collector.

A trip to the Marx dump can be quite a revealing experience. Although now located on public lands, the dump is only accessible by passing through private properties. Landowners in the area know the ramifications which lie therein, so passage is no easy task. Most landowners sit with guns perched for any passers by. It takes quite a stipend to get through, but if you are one of the lucky few that knows the bribery bylaws well enough to get by, and if you are one of the lucky few that knows where to dig, a mother lode could be the results of the effort.

Found in the dump in recent years have been dinosaurs of the most unusual and glorious color. To collectors they are like gold. Obsessive Marxists thinking that had collected all that existed in Marx were introduced to an entire new realm of color. We had to start all over and the gold rush was on! Not all were and are gems. There are the usual complement of mold mishaps...prehistoric thalidomide creatures with chests attached or legs and arms missing, sink spotted pieces or tails that are short molded. In fact, as you might expect, the first foot or two of digging reveals plastics that are virtually rendered useless by the effects of weathering. Underneath, however, lies the gold. Untouched, often pristine pieces have been found which were discarded simply because of color. Beautiful robins' egg blue pieces have been found in abundance in absolutely mint condition, the more moody moss green shades are plentiful and the combo shades as a result of paint mixing are overwhelming. Brownish grays, grayish greens, muddy browns and brown like tans lie buried, in addition to varied multi colored pieces. All of these are presumably as a result of a color change in molding or experimenting by bored Marx staffers. All of these, for whatever reason, were nothing but trash in the 1960's. But as they say, one man's garbage in 1960 is another man's gold in 1998. What does all this mean? Nothing...unless you are a completist like most Marx collectors. It seems to be a trait we all share. We can never get enough where Marx is concerned and although some think this hobby to be frivolous and stupid, to Marx fans it is a re-kindling of the creative and inquisitive spirit we had as kids. Each Marx model, in its own right, conjures up memories from a childhood experience. Each piece has its own charm and unique place in our collective lives. The leaded plastic has a distinctive odor which Marx collectors find intoxicating. Each dinosaur and each color has its own special meaning to remind us of where we were or what we were precisely doing at some time in our long ago past. And for that reason, the spirit of childhood, of recapturing our youth is forever tied into these glorious models which helped form our youths and the basis and foundation of what makes us all what we are today.



Crazy Cow

The Cereal that turns your milk chocolatey! (or Strawberry) by Matt Kirscht

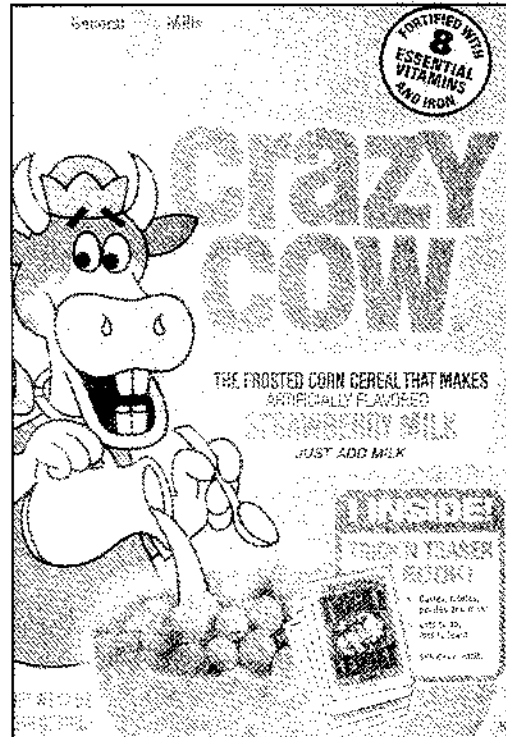
I know nothing about Crazy Cow.

That's why I chose to write this article about him. I suppose I know **SOMETHING** about Crazy Cow, but there are many questions that I don't know the answers to. Hopefully this article will inspire anyone with any knowledge of Crazy Cow to write in to the Freakie Magnet with their bits of insight and in the future I will update this article with a plethora of information. The problem is, I don't know if any one does have any information! I have already talked to most cereal heavy hitters and I am always turned away with a grunt and an "I don't know". Well here is what I do know and what I don't know, enjoy

CRAZY COW STARTED IN 1977

It is generally thought that Crazy Cow started its run in 1977. I have two boxes that have the word "New" on them (Trick 'n Teaser book offer and Crazy Message Maker Offer) and both of their date flaps say 1977. It seems that both Strawberry and Chocolate were introduced together, and that there were never any other flavors. Logic would state that 1977 was certainly the date of introduction, but I found a premium that throws a monkey wrench into everything.

The Trick 'n Teaser books and the plastic Crazy Message Maker both picture Crazy Cow exactly as he appears on the boxes. This is standard practice, because advertising characters must be readily identified. The



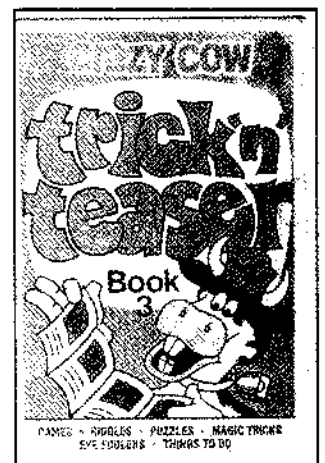
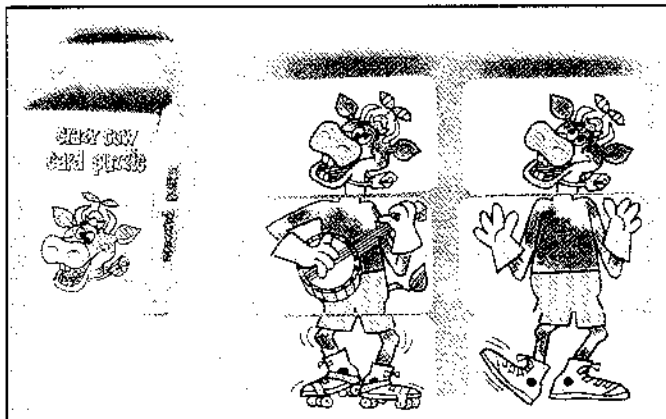
premium I found pictures Crazy Cow with several differences to the way he looks on the boxes. The premium is a small deck of cards similar to the Quisp space games or the Cocoa Puffs card games. On this deck Crazy Cow has a propeller on his beanie, severely crossed eyes, different shoes, different nostrils, and the horns bend differently. While this seems minor, you have to remember how other General Mills characters of the late 70's looked. They were "cookie cutter" images, the same poses, the same facial expressions with very little difference each time they appeared somewhere.

It is my best guess to conjecture that The Crazy Cow card set I found was an earlier version, or a test market premium. Perhaps the propeller and the crossed eyes

were deemed too Quisp-like, so General Mills decided to alter him before the cereal saw wider release? It is also possible that this a very late Crazy Cow premium, but I think this style card set premium was in vogue in the mid 1970's and disappeared soon after that. The whole question of it being a later premium is subject to argument since I have no idea how long the cereal even lasted! The only other box date I have seen with my own eyes was 1978 on the Star Wars offer box. It is possible that his appearance did change as time went on, but of all the boxes Dave Guterman turned up, none have a propeller capped Cow.

THE PREMIUMS

Crazy Cow premiums are **INCREDIBLY** hard to find. Since there is not a large buying public for these premiums, dealers tend not to advertise Crazy Cow items when they have them. Low profile characters get lost in the shuffle to make room for big wigs like the Monster cereals.





There are four different trick 'n Teaser books, and these appear to be the first in-pack prize. I have book #3, and book #4, but have not been able to turn up the first two. In the three years I have been looking, I have seen an extra #3, and an extra #4, but that is it. I am sure there are many more out there, it is just that they are not

coming out of hiding. Prices have been between \$15 and \$20 on all of these that I have seen.

The Crazy Message Maker is the only plastic premium that I have seen and it has a wonderfully sculpted Crazy Cow head on the handle, similar to the Monster totem mugs. I paid \$25 for mine, and have seen 2 others for sale in either yellow or red.

The other premium that I own examples of are the activity stickers. There are six of these in the set, and I have been able to find four of them. Each of these clear backed stickers finds Crazy Cow engaging in various sports activities. I know of Skateboarding, Skiing, Basketball, and Pogo-sticking. I don't know what year these came out in, but I would guess 1978. I paid \$15 each for the four I own, and have not seen any others for sale. Again I believe these are not necessarily rare, they just aren't being dug out of collections and offered for sale. I REALLY hope that theory is true.

Aside from the Card set I previously mentioned the only other premium I have heard about is something called the "Crazy Cow Flying Ring". Is this a character piece? Is it actually a ring? What? What? WHAT? The person who had the knowledge of this premium's existence did not find it

within himself to share any info with me, so I have no idea what it might be. I would imagine that there are more Crazy Cow premiums out there, so please if you have any I have not mentioned, write to the Freakie Magnet with your information.

CRAZY COW BOXES

Thankfully, for the time

being, Crazy Cow boxes are not too hard to find. As far as I know David Gutterman from Chicago still has some mint flats for sale. General boxes will run around \$75, the Star Wars box runs about \$100-\$125. Crazy Cow boxes are very striking and look great in any collection.

FINAL MYSTERIES

The only actual memory of Crazy Cow I have is of my brother and I following the directions on the back of the box to turn the milk chocolatey. I was a little over-enthusiastic with my vigorous stirring and ended up knocking my bowl onto the floor. I think the harsh punishment that followed is what helped pound this memory into my brain. What I do not remember, and wish that I could is whether or not there were any commercials for Crazy Cow cereal. I would think there were, but I don't know of anyone with a commercial on video, or a Crazy Cow animation cel.

I also vaguely remember a product from the 70's that consisted of a straw striped with red for strawberry or brown for chocolate. The gimmick with these was you opened the straw somehow and dumped the contents into your milk,

mixed up the flavor and drank through the straw. I doubt these had any connection to Crazy Cow, but I seem to remember some sort of cow on the packaging. I don't remember much else, but it is possible there is a connection here.

So now, I leave it up to you - the readers. Please send any info you have, any memories, any leads (or of course any premiums!) to me so I can put the pieces together and nail down the history of this great oddball cereal. Thanks, and Happy Hunting!



Try my other
delicious cereal
**CHOCOLATE
FLAVORED
CRAZY COW**



Eat a good breakfast
to start a good day.

Write
or send
Photos

SHOW & TELL

MAIL TO : ☐
SHOW & TELL
P.O. BOX # 13531
OKLA. CITY, OK 73113

This article exists because our readers love to exchange information about all the Serious Things we Wacky Cereal Box Collectors love! If you have a really cool piece in your collection, Please, take a photo of it & mail it us! Anyone having any questions can write me here. Thanx! Tommy Brookshire / Tomstoyz@aol.com

CAPT. CRUNCH "CRUNCHPOWER"

CLIPBOARD : NO DATE...WAS THIS A
RETAIL ITEM OR SOMETHING THE COMPANY
HAD MADE ONLY FOR THEIR EMPLOYEES?
ANYONE KNOW? WACKY!

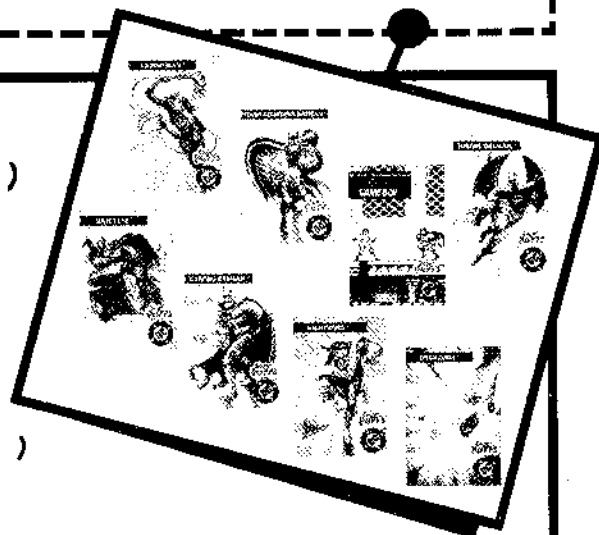
?



FORIEGN TRIX CEREAL BOX :
BY GENERAL MILLS, 1987. THIS WAS IS-
SUED IN SAUDI ARABIA. ALL THE WRITING
IS IN BOTH ENGLISH & ARABIC, REALLY
REALLY WACKY WITH GREAT GRAPHICS!!

SUGAR PUFF'S, 1994 (U. K.)
BATMAN LEGENDS CARD SET :
THIS 8 CARD SET WAS INSIDE
CEREAL, EXCLUSIVE TO ENGLAND!

(BOX WAS SHOWN LAST ISSUE)



Send Your Favorite Photograph To: Show & Tell!

Atlantique City Spring '98 as witnessed by Kevin Meisner

Wow! What can I say, after missing two A.C. shows in a row we were not disappointed. Cereal prizes everywhere as far as the eye could see! There were boxes, too, and other strange cereal phenomena...

The show was held at the new Atlantic City (New Jersey) Convention Center, off the boardwalk near the Sheraton. The new convention center is a big improvement - space for each and every dealer in the same massive room. Inside the concrete and steel walls in neat rows on the concrete floor were thousands of dealers set up with millions of items for sale. This is one of the world's largest antique shows so there was much more than toys and cereal. But since I only saw the toys and cereal that's what I'll tell you about!

The first guys we saw were Mike Paquin and his brother. The Paquins had an excellent presentation of some of the best toys at the show, including an array of cereal vinyl dolls and figures: Booberry - sold in an hour for \$200; Fruit Brute, on sale for \$225; Cap'n Crunch and Jean LeFoot banks; Tricks Rabbit; Quisp bank - and much more. From there we ran into FM subscriber Chris Serratore (and his wife) for the first time who was also set up. His booth focused almost entirely on Funny Face and cereal and he had some really great stuff: Quake playmate doll; Cap'n coloring book; Cap'n iron-ons; Freakies; Tony the Tiger frisbees; a Kellogg's cardboard Carnival Sideshow, Snap, Crackle and Pop vinyls and many unusual Funny Face items including pitchers, mugs, packs, iron-ons, frisbees, back packs and a rare poster (on display only!). While marveling over Chris' stuff, Jim Rash walked up and introduced himself and his wife and Dan Goodsell tapped me on the shoulder as he flew through trying to beat me to all the great stuff (and he did, except for one item - read on!). Jim Rash showed me his new White/Blue embossed Hamhose Good Friends Medal (wow!) reminding me of what a great collection he must have (need to get down there for a photo shoot). Next we saw Roland Coover and Graham Triebel who were also set up. These guys are a cereal collector's first stop for R&L premiums and lots of other great cereal stuff. They have Crater Critters, Daffy Dogs, Tootle Birds, Neptunes, Nits, Society Zoo, Quisp Raygun, Canada and U.S. Winnie the Pooh spoonriders, Freakies, a Cap'n bank, Monster Cereal Bat and Pumpkinhead (skeleton - red) flat figures, Freakies, a Twinkles frame tray puzzle and the original art to go with it, and much much more... I'm out of breath! They also mentioned a secret Freakies item, heretofore unheard of, but I am sworn to secrecy - you'll just have to wait! At some point we literally bumped into Lou Ann Belmont who we haven't seen since the last A.C. She was as enthusiastic as ever and it was great seeing her! She found an Upsy-Downsy figure and was so excited! She also had a large Mr. Bubble vinyl figure which by now graces some shelf or corner of her house. Unfortunately we lost her when she went out for a smoke (too much excitement!) and will have to wait until next A.C. to see her! Next we ran into my good friends Jeff and Donna Gauthier who always have a wide array of cereal items and other great toys from the 1970's. Jeff and Donna live 20 minutes from us so I see them very frequently. They were very busy and had lots of good stuff including Freakies figures, boats, magnets, Monster flat

figures, a Chocula vinyl doll, wacky packages, a Hulk Hogan WWF cereal box, Quisp and Simon gyrosramblers and much more! Jeff told me a guy with long black hair and a beard was looking for me - who was it? Next we saw Joe and Brooke Tarvis of Joe's Toy World - they had great stuff including a Chocula Star Wars box, Crazy Cow (chocolate) Star Wars box, Smurfberry Crunch box, a Chocula flicker ring (one of the only good rings I saw at the show), a set of three monster cereal cars (Chocula was mint on the sprue in the cello!) and a Pink Panther 5-in-1 Spy Scope! Next we stopped at Mike Frigerio's booth and again it was too crowded for me to look at his stuff! He always has a wide array of cereal items so watch for him at the big shows! His girlfriend was working the booth the first time I was around, and I could hear Mike on here walke talkie as he completed deals from a remote location! Next, and in quick succession, we saw Eric Sternberg, Brian Razzi, Craig Dawson, Scott Bruce and Robert Bruce. All were set up within a stone's throw of each other! Brian had a great set up but I quickly forgot about it when he handed me, as a gift, a new mini Freakies box! It came in one of those food play sets but this one is the most unusual I have ever seen: it had the Freakies graphics but the word "Freakies" was replaced with "Laramie" which is the company that put out the toy food sets. I guess there must have been some licensing dispute and the box was altered. I suspect shortly after this time the box was replaced with "Frankies" (heard this one from Steve Wann). Craig Dawson may quickly become my source for Kinnikuman toys (see next issue, too detailed to get into now) he was as jovial as ever and I was real happy to see him! Next was Scott Bruce who was set up promoting his new 60's book! He had giant cereal bowls filled with colorful business cards (one free inside this issue of Freakie Magnet!). He and an assistant were greeting people and talking to them about cereal collecting and the upcoming book - I can't wait to see it. And hey, Scott is TALL, must be 6' 3"! It was nice to meet him! Last but not least we saw Robert Bruce, sporting a stylish new do - he had a wide variety of cereal stuff but Dan cleaned him out before I got there! I did get some Freakies iron-ons from him though! He had a picture of his wife and son (he is very proud - we always get to see a new pic every time) and he gave me his new AOL screen name so I'll be seeing him on line a lot!

So anyway, there was one item that we beat Dan Goodsell to - Christine (my wife) saw it first - an awesome Cap'n Crunch mug, light pink from the early 60's with the early 60's graphics. I picked it up ahead of Dan and handed it to him. Within 60 seconds it was in his - I was happy to find it first though!

Well folks, that's all I can remember. I am sorry if I bumped into you and forget to mention you! Sadly we missed Ralph Stout and Matt Kirscht - were you guys there? Oh yeah, here's what I came home with: Nabisco dinosaurs from the 70's (MPC purple and orange pteranodons), an ET cereal box, glow-in-the-dark Dig 'Em flat figure, 5 Freakies iron-ons, 2 Kinnikuman 5" figures (thanks Graham) and Planet of the Apes magazine #2. All in all a great time! Hope to see you there in October!

'84 C-3PO's \$65.



'90 Hot Wheels \$15.



Capt. Crunch Mini-Boxes:

\$4.00 each or 3 for \$10.00

These little boxes are institutional size & only available in Hotels & Hospitals, they are so cute!!



Ordering Instructions

Call or E-Mail to Reserve:
(405) 842-3577
tomstoyz@aol.com

Tommy Brookshire
P.O. Box # 13531
Okla. City, OK 73113



The Gnarly New by Mikal

Grape Nuts aren't Gnarly. There's nothing cool about their natural wheat and Barley nuggets. The spoonful of cereal and lowercase brand logo never sent a collector racing for the auction phone! Would anyone care to read an article about the Grape Nuts 90 year packaging history?

When people are introduced to cereal box collecting, their first question is often: What makes a cereal box collectible? A cereal box might be collectible if it's the opposite of Grape Nuts. Cool cereal boxes have cartoon characters, neat movie tie-ins and fun toys inside to play with!

What about Olympic Crunch (GM)? It has a shiny foil box with the Olympic logo (Marshmallow Cheerios?). This generic sports tribute lacks the personality-based endorsement of a real-life Olympic hero like Tracy Stump (Wheaties '96). For an Olympic sport box to be collectible it should have an athlete's photo. Olympic Crunch doesn't.

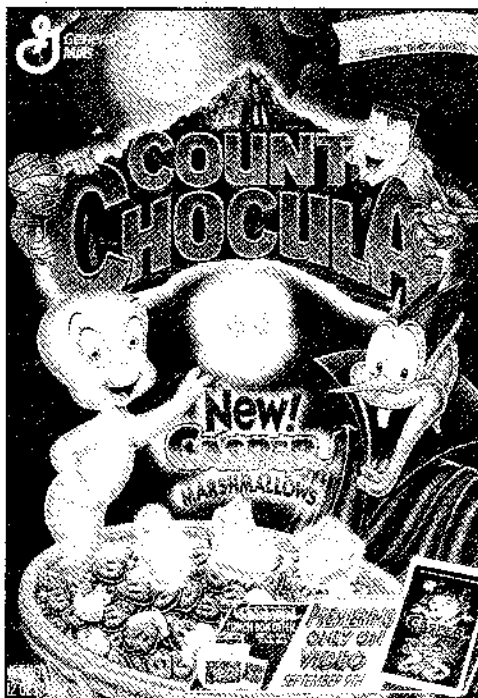
After being introduced to cereal box collecting as a concept, the next question might be: Will new boxes ever be worth as much as old boxes, and if so, which ones?

Collectors born in 1940 pay top dollar for 50's western theme boxes. Collectors born in 1950 pay top dollar for 1960's cartoon boxes. The 60's kids pay 100's of dollars each for the early 70's boxes. Eventually, the 70's kids will buy up all the ET and Gremlin boxes! The 80's kids love The Simpson's and Urkel. The kids born around 1990 will collect Goosebumps and Casper. . . which brings us to today:

Today's collectible cereal boxes will be worth as much as the old ones when future collectors are looking for cereal boxes which feature the cool things they loved as kids . . . and those things are:



1. COUNT CHOCULA foil embossed Casper video offer. Wow. Embossed logo on an all foil box featuring both Casper the Friendly Ghost and Count Chocula! This cereal has special Casper marshmallows (for the extremists who are saving cereal variations! Yikes!). There is a direct-to-video promotion for the latest movie, a lunch pail offer and a

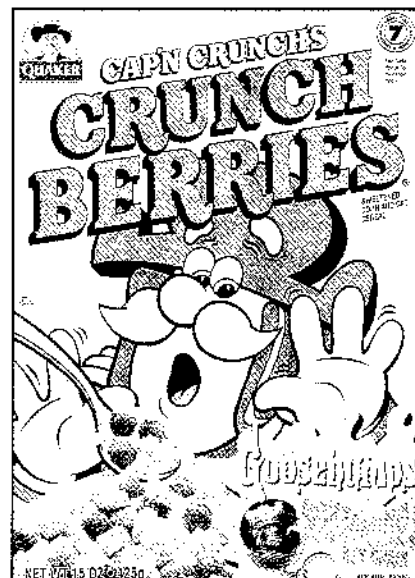


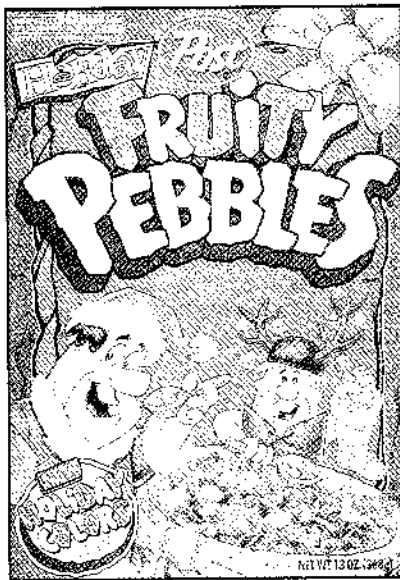
maze game on the back! The crossover collectibility of this box is amazing! First, it is a Count Chocula Foil box following the Spider (93) and Wolf (94) foil boxes. Second, it is a movie tie-in foil box like Jurassic Park Crunch (97). Third, it is a Casper box like Sugar Chex (72) and Cap'n Crunch Casper TV show (97). Each of these is a reason a future collector of cereal boxes will want this particular box.

2. SPOOKY FRUIT LOOPS Universal Studios Monsters! This box is so cool! By the publication time, this Halloween box may have cycled through the discount food stores, but if you missed it you gotta go check it out! It's the first cereal box appearance of the highly collectible Universal Monsters since the 1976 Sugar Crisp glow-in-the-dark monster heads. This limited-time Halloween box features Frankenstein, Dracula, Wolfman and The Mummy on the front

of the box with Toucan Sam dressed as a witch! The box features painted portraits of each horror character (photo cards would have been cooler). It's too bad Satan himself isn't a Universal Monster but it's still fun to play the monster hunt game on the back of the box even if the Master of these evil creatures isn't directly pictured! This is a great holiday specialty box!

3. CAP'N CRUNCH CRUNCHBERRIES Goosebumps Screaming Keychain! It's hard to believe there was ever a time when Goosebumps books didn't have TV shows, videos, and every possible merchandise tie-in! Goosebumps is an extremely popular series of horror novels for little kids (Jehovah's Witnesses might feel they are Satan's greatest triumph over our children's minds! This, and of course, Casper the "Friendly" Undead of Hell!). Even Cap'n Crunch himself is reeling back in horror on the front of his cereal box! Goosebumps had over 30 novels in its series when Honey Nut Cheerios did the Goosebumps Pog in pack ('96 - Freakie Magnet #6). Werewolf Skin, pictured here, is



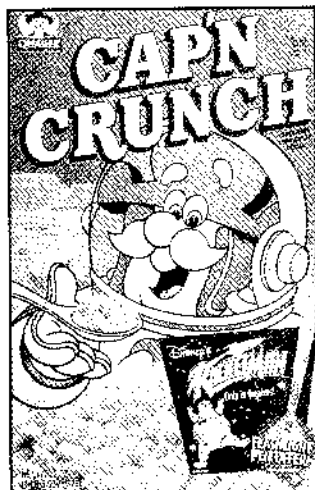


number 60+. The Cap'n Crunch box has a mummy maze, a cool Goosebumps-style horror-stuff painted back, a fan club offer, and mail-in offer (not exclusive to Cap'n Crunch). Compare the collectibility of this cereal box to an early 70's Groovy Ghoules or Alfred Hitchcock and the Three Investigators cereal box.

4. CAP'N CRUNCH Disney's Rocket Man. This box features the Cap'n in a space helmet on Mars! Cool! The

flashlight pen offer costs \$3.99 and 2 proofs (which seems expensive even though it's cool, for a non-exclusive mail-in). Beyond the Cap'n being in a space helmet, making this box fundamentally cool, it's one of the only high-profile marketing vehicles for the Disney Rocket Man film, a highly entertaining story of a manned flight to Mars starring Harland Williams. The movie is good (which is always a plus when forced to collect movie boxes like Batman and Robin and JP Lost World). The actor Harland Williams is really funny and his follow-up movie, Half-Baked, indicates he'll be around making fun movies for some time! The film Half-Baked is an R rated dope smoker movie indicating a career expansion which could make this his first and only family-entertainment based cereal box appearance (compare to having a George Carlin cereal box). Regardless of his long-term career successes, the Cap'n Crunch Disney Movie tie-in cereal box is cool (not pictured: Disney's Cheerios/Apple Cinnamon Cheerios Flubber boxes).

5. HOLIDAY FRUITY PEBBLES. If I hadn't seen a TV ad for this cereal I would have missed it! Even so, my mother was the only person to find them! Thanks, Mom! This is the first significant Pebbles change since Dino Pebbles (92). It's Post's first "holiday" box following in the marketing path of Quaker's Christmas Crunch, Kellogg's Holiday Rice Krispies, GM's Winter Lucky Charms and Ralston's Christmas Cookie



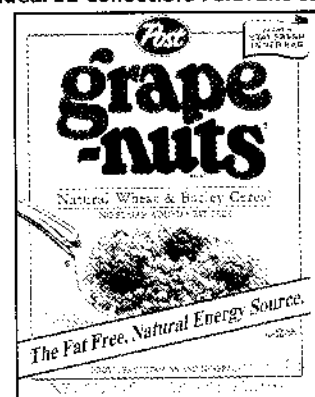
Crisp. The ever-changing costumes of Fred and Barney now include Santa and Reindeer. The box back features an extensive cast of characters: Pebbles, Bam Bam, Kangaroo, Sabertooth, Flintstones and Rubbles. This box probably won't be as popular as Dino Pebbles (which ruled!) but it's an integral part of the ongoing and ever-changing Fruity Pebbles collection. Receiving honorable mention here is the '97 Cap'n Crunch Christmas Crunch featuring a Koosh toy mail-in offer. The Koosh-ling isn't a

Cap'n Crunch Character rendering the box of no greater consequence than as the annual addition to my holiday box collection.

6. FROSTED SHREDDED WHEAT BITE SIZE free cartoon kit! The Cartoon Network just launched a full campaign on the major Post cereals! AlphaBits and Marshmallow AlphaBits feature Yogi Bear and Tom & Jerry. Pebbles are feature Jetsons and Flintstones. Golden Crisp: Scooby Doo and Magilla Gorilla. Waffle Crisp: Taz and Daffy Duck. Shredded Wheat: Sylvester and Tweety and Marvin the Martian (Christine Meisner's favorite!). These highly collectible cartoon characters make this series an invaluable edition to the cartoon characters cereal box collection! Plus, it's an in-pack premium! There are great graphics, both on the box and free inside! There are ten different kits to collect in 8 boxes. It'll be a full-time job collecting this series. Duplicates will be expensive but a complete set will have to re-sell for no less than \$100 to start! It'll be worth it.

The above boxes are the most commercially viable investments. Some of the more hard-core collectors might appreciate the subtle charm of Kellogg's Razzle Dazzle Rice Krispies. This new cereal features and iridescent foil-embossed logo. This box also offers Snap, Crackle & Pop beanie babies (\$8.99 mail-in). Unlike All-American Rice Krispies and Kaleidoscope Rice Krispies, Razzle Dazzle is here for a while, already dropping the foil logo in favor of a bland yellow one (thereby increasing the desirability of this version). The cereal makes tasty Rice Krispies treats and a new edition to the collections of Cereal-Itself-Collectors (CIC). Also notable is Life Cereal's attempt to generate a new Mikey phenomenon. I knew Mikey, from the original TV commercials, and having seen the new girl I can honestly say: the "new Mikey" is NO Mikey! Americans like to embrace their own runaway success stories like: Where's the Beef, I've Fallen and I Can't Get Up, and Yo Querro Taco Bell. Making them up for us doesn't work. Next time: little girl's sitting at breakfast and accidentally spills her cereal. She looks down at the spilled mess and with tears in her eyes cries to here mommy: I want my Life back! Mommy says: Don't cry, Mikey... There's plenty more! . . . and pours her another bowl. The End. Whenever anyone boohoes anywhere in corporate America, someone says, "Don't Cry, Mikey!" . . . and Quaker has their advertising "phenomenon" and I pick this as the coolest box; as a Gnarly, time-endearred collectible relevant to the late 90's. Regardless of the failed attempt, what's important to remember here is that it's certainly cooler than Grape Nuts! Happy Collecting!

RECAP OF LAST ISSUE'S GNARLY TOP PICKS: #1 CAP'N CRUNCH OOPS ALL BERRIES; #2 JURASSIC PARK CRUNCH; #3 CORN POPS BATMAN & ROBIN, MR FREEZE, POISON IVY; #4 WAFFLE CRISP WB PINKY AND THE BRAIN; #5 KIX DR. SEUSS; #6 CAP'N CRUNCH CRUNCH BERRIES DISNEY'S HERCULES



Eat this cereal and toss the box!

Free Inside!

Wanted:

60'S POST CEREAL PREMIUMS wanted: Linus the Lionhearted, So-Hi, Sugar Bear, etc: Halloween costumes, inflatables, puppet theatre, spring and string toys, etc. Roland Coover, 1537 E. Strasburg Rd., West Chester, PA 19380. 610-692-3112.

ALL SPACE TYPE PREMIUMS/TOYS and especially **CEREAL BOXES**: Radio too! Tom Corbett, Captain Video, Buck Rogers, Flash Gordon, Rocky Jones or generic stuff too. Bill Otto, 510 Dowding Court, Bellevue, NE 68005. 402-291-9269.

ANYTHING '65-'75: FREAKIES. Quisp, Quake, Quangaroos, Sir Grapefellow, Baron Von Redberry, Funny Face, Otter Pops, Cattanooga Cats, The Impossibles, Banana Splits, H.R. Pufnstuf, Lidsville, Wacky Races, Monkees, Upsy Downsys, Liddle Kiddies, Farbs, Hot Shots, John Balen, 3461 Oak Glen Drive, Los Angeles, CA 90068-1313.

BUY/SELL/TRADE FREAKIES, Monsters and other cereal premiums. Boss Moss's Corner, Paul Dombrowski, 1204 Knottingham CT, Schaumburg, IL 60193. 847-985-1083.

CEREAL BOX COLLECTOR wants to trade with others. Any U.S. regionals or foreign country boxes for my regional or USA boxes. Send sale/want lists. Bryan George, P.O. Box 567, Fremont, CA 94537-0567.

CEREAL ITEMS WANTED: QUISP, QUAKE, & Cap'n Crunch rings, Cap'n Kaleidoscope, Cap'n Guppy Ship, Banana Splits rings or premiums, Moonstones cars or magnets, Giggles walker. Ralph Stout, 383 North Corona Avenue, Valley Stream, NY 11580. 516-561-2473.

CEREAL ITEMS WANTED: SPORTS cereal boxes and others! Need Vanessa Williams, Mary Lou Retton, Walter Peyton, Mr. T. Send list and prices to Ed Cassidy, 1018 Laurel Street, Ambridge, PA 15003-1760 or call 412-266-7848.

CEREAL PREMIUMS WANTED! Looking for Freakies flip-n-flys, mug and bowl set, clock, rubber figures. Also premiums from Jay Ward (Bullwinkle, Underdog...), Monster Cereals, Quisp/Quake and H.R. Puf-n-Stuf. Call early evening PST or write Darren Wells, 1300 Rosanna Circle, Las Vegas, NV 89117. 702-363-3500.

COMMERCIALS WANTED FOR QUISP/QUAKE, Grapefellow, color copies of boxes or any premiums. Looking for Soldiers of the Ages (gold or silver plastic toys) and a color copy of the Quisp balloon quaff box. Call Doug Mark, 905-689-3722 EST.

CRAZY COW WANTED - ALL PREMIUMS, BOXES WITH OFFERS for Crazy Cow Stuff! Also any Monster Cereal

plastic premiums. Call Matt at 609-317-9318 before 1:30 a.m. EST, 3510 Elm Avenue, Pennsauken, NJ 08109. Brute0661@aol.com.

DASTARDLY AND MUTLEY TELESCOPE and bi-planes, Post crispy critters snap-together plastic animals, H.R. Pufnstuf flute, Banana Splits, Quisp and Quake, vintage Cap'n Crunch items especially rings, foreign Hanna Barbera and Looney Toons figural premiums. Any Underdog, Hoppity Hooper, Mighty Hercules, Funny Company. Ed Chemesky, 401-831-7705. 177 Laurel Avenue, Providence, RI 02906.

FREAKIES CEREAL BOXES Wanted: Looking for boxes offering airplanes, boats, comics, poster and flipnflys. Also looking for nabisco spoonmen figures. David Dowd 773/244-2942 email spoonley @enteract.com

FREAKIES WANTED! Iron-on patches, cloth patches, Hamhose magnet, boats, other rare Freakies. Bud Deegan, 4404 N. Montana, Portland, OR 97217. 503-288-9215.

FREAKIES WANTED! Figures, patches, boats, flip-n-flys, magnets, rings, repro boxes, commercials - Anything! Robert Wood, 2516 Kenilworth, Cleveland Heights, OH 44106. 216-397-7537.

FUNNY FACE WANTED - Tutti Fruity & Raspberry cups needed. Also Screaming Yellow Zonkers figures. Mike Howlett, 101 Spring Street, Cambridge, MA 02141. (617) 661-0435.

FUNNY FACE WANTED - fan club, buttons, drink stand, packages, store displays, booklets, etc. Top prices paid for items I don't have. Thanks! Dan Goodsell, P.O. Box 342, Culver City, CA 90232. 310-815-0465.

FUNNY FACE WANTED - packages, books, watch, pillows, drink stand, iron-ons, store displays, fan club kit. Anything Funny Face or Thirst Fighters. Chris Serratore, 218 N. Main Street, Ambler, PA 19002. 215-628-3213.

FUNNY FACE ITEMS WANTED-packages, booklets, drink stand ANYTHING! Also looking for 2-1 Quisp fun bowl. Will pay top dollar. DAVID NEUMARK, 2306 North Sixth Street, Burbank, CA 91504.

HALLOWEEN BOXES/FOOD

PACKAGING: Batman. Addams Family on Canadian Post Cereals 1992: Canadian Cap'n Crunch Rubdown booklets 1983; A&W Burger Family items. Len Goldberg, Box 64284, Ottawa, Canada K1Y 4V2. (613) 798-8037.

HANNA BARBERA CEREAL BOXES and premiums, H-B toys. Analog H-B watches. Jay Ward toys and watches, robots, space toys, Pez. Stan Luksenburg, 21475 Lorain Road, Fairview Park, OH 44126. 216-356-1118.

THE IMPOSSIBLES WANTED! Anything and everything to do with The Impossibles - Videos, t-shirts, mugs or caps! A lunch box! Thanks! Cary Groneveldt, 631 W. 152nd Street #3C, New York, NY 10031.

JOSIE AND THE PUSSYCATS erasers, Dick Dastardly Biplanes, Archie's Jalopy and Jungle

Book spoon riders wanted! I also collect advertising dolls, figurines and commercials on video tape. Call Oscar, 213-483-5683 or write 1812 Grafton Street, Los Angeles CA, 90026

LOOKING FOR 1956 KELLOGG'S Sugar Smacks, Sugar Pops, 1959 Post Alpha Bits, Grape Nuts Flakes, Sugar Crisp. Ray Fetzner, 504 West 10th Street, Rock Falls, IL 61071-1621.

MARVEL AND BATMAN CEREAL PRIZES, gumball machine toys, giveaways, and other toys from 1960's-1970's. Also need color copy of cereal box front with Robin Hood figures. Thanks. Mike Alt, 6550 South 400 West, Berne, Indiana 46711. 219-334-5215.

MIGHTY MAX MINI PLAYSETS wanted (especially Wolfship 7 & Doom Dragon!). Always buying and trading for Cap'n, Monsters & Freaks! Also always looking for Toolie Birds! Guy Himber, 15239 Rayneta Drive, Sherman Oaks, CA 91403. 818-907-8354. GUYHIMBER@aol.com.

MINI SCREAMING YELLOW ZONKERS WANTED! Also the two red crater critters from the back of Freakie Magnet #6; yellow crater critters; wacked out weirdo gumball thangs. Dave & Alice, 635 Howard Place #A102, Madison, WI 53703. 608-294-9142.

MONSTER CEREAL AND OTHER STUFF WANTED: Frankenberry Vinyl, Frankenberry/Count Chocula Glow-in-the-dark stickers (75), scratch-n-smif stickers. Freakie Hamhose plastic figure, Hamhose and Cowmumble Freakie Magnets. Captain Crunch vinyl. Also, I'm still looking for that mysterious monster-like projector toy from the early '70s. I'm pretty sure it isn't the Ghost Gun. This toy had 2" plastic stencil disks that slipped into the tube-like projector and showed Frankenstein/Werewolf/Ghost/ etc., images with light and shadow. It seems to be similar in design to Remco's 77/79 Star Trek Projector toy. Any info would be helpful. Call/email Stewart at 510-769-8849 - ststanyard@microprose.com. Thanks.

MONSTER SCENES AURORA MODEL KITS WANTED, willing to trade all kinds of cereal boxes for Victims, Vampi, Dr. Deadly and Frankenstein. Mikal Vollmer, P.O. Box 1131, 29 Palms, CA 92277. 760-361-3347.

M.U.S.C.L.E. AND MONSTER IN MY POCKET WANTED. Also MPC dinosaurs from cereal boxes (purple and orange colors or other strange colors). Kevin, 860-464-5142.

NABISCO RIN TIN TIN TOTEM POLES WANTED! Also Toolie Birds, good repro of Cheerios box with guided missile launcher premium. Also cereal premiums from the 1950's and 1960's, TV commercial ad spot for Nabisco Dinosaurs. Maltex missile launcher from 1965, Wild Bill Hickok premiums or box repros. Lou Antonicello, 58 Giles Avenue, Jersey City, NJ 07306. 201-333-7092

NOW BUYING OR TRADING for anything relating to the Monster Cereals, Count Chocula, Frankenberry, BooBerry, Fruit Brute and Yummy Mummy. Need all boxes, premiums, rings, ads, dolls, figures, cups, t-shirts, etc. Absolutely anything. Call today! Ronnie Salinas Jr., P.O. Box 1313 Morgan Hill, CA 95038. 408-779-2753.

OLD LONDON BULLWINKLE COINS Wanted, also Monster Cereal flicker rings, Funny Fringes, Pufnstuf rings. Hanna Barbera premiums, Funny Face paper items. Jim Rash, 135 Alder Avenue, Egg Harbor Township, NJ 08234-9302. 609-646-4125 evenings.

PAYING CASH FOR QUISP figural ring, Quisp "spear shooting" mobile, & other Quisp/Quake items. Mike Blanchard, 1926 Valley Park Drive, Cedar Falls, IA 50613. 319-266-6039.

PLASTIC CEREAL PREMIUMS wanted, also any Funny Face premiums or old Hostess characters. Ken Thomsen, 624 E. Mulberry, Apt. 2, Bloomington, IL 61701. 309-827-2549.

PLEASE HELP ME FIND these items to complete my Freakies shrine: Vol I comic "History of the Freakies," 24" x 32" Sendaway poster, Gargle bike flag, Cowmumble mini magnet, any fun dots and flip-n-flys, all embroidered patches but Ham, Cow & Gargle, and various cereal boxes. Top dollar paid! Call Tim at 520-722-3472 anytime!

QUISP AND QUAKE PREMIUMS AND CEREAL BOXES wanted by private collector. Collections also wanted. Greg Roccaro, D.V.M. 894 Armstrong Ave #2-4 SI, NY, 10308. Phone /Fax: (718) 967-8345. E-Mail: Toyvet@aol.com. Web Page: <http://www.metdine.com/toys/>

QUISP/QUAKE RINGS, OLD LONDON BULLWINKLE COINS, paper Funny Face items wanted. Jim Rash, 135 Alder Avenue, Egg Harbor Twp, N.J. 08234 call (609)-383-8099 days, (609)-646-4125 evenings.

QUISP, QUAKE, QUANGAROOS PREMIUMS WANTED. Will pay cash or consider trades. Don Onodi, 519 Barbara Drive, Pittsburgh, PA 15227. 412-882-9656.

R&L FIGURES WANTED. Have extras to trade. Etc. Box 1625, West Chester, PA 19380-0051 scratch-x@msn.com

SHREDDIES STAR WARS 1977 boxes wanted. Paying top prices. Also wanted Australian Coco Pops Ewok Adventure box and Rice Bubbles Star Wars Decoder Disk box. Please contact Paul Naylor, 106 Bilsen Road, Wavell Heights, AUSTRALIA 4012. Phone 07-3260-7531.

SNOW WHITE AND THE SEVEN DWARFS lenticular cards from Weetabix "Ready Brek" cereal (England) wanted. #'s 1, 3 & 4 or set/8. Call/write Dan Hemphill, 6 Baudina Crescent, Scarborough, Ontario, M1N 3M8, CANADA. (416) 698-1498.

STAR WARS RELATED BOXES wanted, domestic or foreign. Gus Lopez, 3821 NE 45th Street #21, Seattle, WA 98105. 206-522-4914.

TOOLIE BIRDS, QUISP AND QUAKE wanted! Also Quisp rings; Cap'n Crunch rings; Funny Face walkers: Grins/Smiles; all 1960s-70s cereal premiums! Aaron Sultan, 3201 Arrowwood Drive, Raleigh, NC 27604. 919-954-7111.

WACKY RACES, DASTARDLY AND MUTTLEY, Archies, H.R. Pufnstuf premiums wanted. Steve Wann, 9107 Covered Bridge Road, Baltimore, MD 21234.

WANTED: CEREAL BOXES, ESPECIALLY LINUS'S, Crispy Critters, Twinkles, Frosty-O's; Cereal premiums, anything from the 60's-70's; Linus the Lionhearted board game. Will buy or trade. Call Gary Miles 717-252-9885, or write: P.O. Box 60, East Prospect, PA 17317.

WANTED: CRATER CRITTERS, funny fringes, real weird gum ball monsters - Dave Stearns, 635 Howard Pl. #A102, Madison, WI 53703.

WANTED! ANY ITEMS WITH the Sugar Corn Pops BIG YELLA character on it! Boxes, toys, etc. especially the BIG YELLA yo yo mail away. Also SUGAR BEAR yo yo. Call David 818-566-9825.

WANTED! FREAKIES: COMPLETE SET OF 'freakie figures'. Also looking for a Freakies cereal box. Please call Chris at (212) 924-3337, or e-mail me at clajd@aol.com. Thanks!

WANTED HOSTESS BOXES with the characters Twinkie the Kid, Captain Cup Cake, King Dong etc. Brian Paichendi, 1361 W. 144th Street #2, Cleveland, OH 44102. 216-228-2246.

WANTED: FRUIT LOOP HAN SOLO figures and all Star Wars boxes including C3PO's, also Star Trek Cheerios cereal boxes and stickers. Will trade for various British boxes and premium sets e.g. Batman, Rugrats, Looney Tunes, Spider Man and Toy Story, Darren Goodwin, 16 Dorothy Powell Way, Walsgrave, Coventry, CV2 2TN, England. 01-203-617024

WANTED: PLEASE SEND CURRENT LISTS. Also collect Liddle Kiddies (will buy ANYTHING I don't have!). Thanks. Laura Miller, 3639 Fourth Avenue, La Crescenta, CA 91214. (818) 957-3207.

WILL TRADE FOR OR BUY PEZ, Totems, Yummy, Fruithead and TV Pals dispensers. Also need any PEZ paper items. Also Wacky Packages puzzles, posters, tatoos, original artwork, die cuts, wacky ads, cloth patches and any unusual items. David Gross, 76 Sicard Street, New Brunswick, NJ 08901, phone fax 908-246-1589.

For Sale or Trade:

FROSTBITE FALLS FAR-FLUNG FLJER, zine of Jay Ward Cartoons. Special Double Issue on commercials for Cap'n Crunch, Quisp, Quake & King Vitaman. Send \$5 to Gary David, P.O. Box 39, Macedonia, OH 44056-0039.

GRINS, SMILES GIGGLES & LAUGHS full color joke books for sale. Get your set of three today for \$15. If anyone is interested in a Quisp and Quake premium and box list call Doug Mark 905-689-3722 EST.

MICHAEL JORDAN WHEATIES boxes supersingles 1 oz. boxes flattened, \$5 each. Scott Starr, 1325 Danielson Road #B, Montecito, CA 93108. 805-969-6500, fax 805-565-1805.

NABISCO DINOSAURS \$10 each, MPC Monsters Dracula, Executioner, Grim Reaper etc. \$10 each, purple tear shaped crater critter. \$25, a few MPC and Marx dinos, \$5 each. Marx Prehistoric Playset #3398 in c-6 box, near complete (lime green and light grey dinosaurs), \$125. Kevin, 860-464-5142.

QUISP CEREAL FOR SALE with new watch offer, \$10 a box post paid, call or write Eric Stewart, 313 Southside Drive, Oneonta, NY 13820, 607-432-7564.

QUISP CEREAL FROM UPSTATE New York, new watch offer \$10 a box post paid, call Dante Maglioli 315-341-5157 until 5-17-97; after call 315-655-4646. Also, wanted Star Wars anything including C3PO's boxes, Canadians, etc.! Thanks!

STAR WARS REPRODUCTION CEREAL BOXES! Professional quality color reproduction boxes of C3PO's (6 different masks), Rocket, Sticker, Frankenberry stickers, Trix stickers, Lucky Charms stickers. Each different, only \$10 each, \$3 postage per order. Mikal Vollmer, P.O. Box 1131, 29 Palms, CA 92277. 760-361-3347.

STAR WARS TRILOGY 3-D TRIPACK CEREAL BOXES (Kellogg Canada). 3/set @ \$15.00/set ppd; Baman & Robin 3-D cereal boxes (Kellogg Canada), 4/set @ \$25.00/set ppd; Lost World; Jurassic Park 3-D cereal box (General Mills Canada) @ \$8.00/box ppd. Call/write Dan Hemphill, 6 Baudina Crescent, Scarborough, Ontario, M1N 3M8, CANADA. (416) 698-1498 (M-F 8:00 a.m. to noon, EST).

TRADING CANADIAN BOXES like Shreddies Goosebumps, Cap'n Crunch Spider Man, Cap'n Crunch "Are You Afraid of the Dark," Rice Krispies Disney movies, Halloween Fruit Loops and Rice Krispies. Write Mark Innes, P.O. Box 57582, Jackson Station, Hamilton, Ontario, Canada, L8P 4X3.

TRADING JOSIE SPOONS, CRATER CRITTERS, QUISP COMICS, Mary Poppins pop-up, Pink Panther Spy Scope, Funny Face walkers, etc. for premiums I need. Roland Coover, 1537 E. Strasburg Road, West Chester, PA 19380, 610-692-3112.

R&L FIGURES WANTED. HAVE EXTRAS TO TRADE. ETC. BOX 1625, WEST CHESTER, PA 19380-0051. SCRATCH-X@MSN.COM

U.K. CEREAL BOXES AND PREMIUMS AND EASTER EGG BOXES to trade for movie related boxes and premiums. Darren Goodwin, 16 Dorothy Powell Way, Walsgrave, Coventry, CV2 2TN, England. 01-203-617024.

WILL TRADE - DONKEY KONG JR. BOX W/PEZ in c-9.5 condition for vintage General Mills Monster Cereal Boxes. Will also trade my multiple plastic Freakie figs of Snork, Goody and Cowmumble for the other four Freakies. Thanx! Robb Zenner, 612-869-6468; 612-TOY-MINT.

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JOEDEMARCO@PRODIGY.NET * 412-466-8018

MARX DINOSAUR PRICE LIST

	gray	green	brown	other
Small Mold Group				
1. Dimetrodon	\$3	\$3	\$3	marbled--\$15
2. Sphecodon	\$5	\$5	sold out	marbled--\$15
3. Triceratops	\$3	\$3	\$5	marbled--\$15
4. Plateosaurus	\$3	\$3	\$5	marbled--\$15
5. Cynognathus	sold out	\$3	\$5	marbled--\$15
Large Mold Group				
6. Pot-Bellied T-Rex	\$13	\$13	n/a	silver--\$18
7. Brontosaurus	\$13	\$13	\$15	silver--\$18
8. Kronosaurus	\$10	\$10	n/a	silver--\$18
9. Sleek T-Rex	\$13	\$15	\$20	
Medium Mold Group				
10. Pteranodon	\$8	\$8	n/a	
11. Ankylosaurus	\$5	\$5	\$8	
12. Stegosaurus	\$5	\$5	\$8	
13. Allosaurus	\$5	\$5	\$8	
14. Hadrosaurus	\$6	\$6	n/a	
15. Trachodon--paw down	\$6	\$6	n/a	
Trachodon--paw up	\$6	\$6	\$10	
Second Series Group				
16. Iguanodon	\$7	sold out	\$10	tan--\$20
17. Smilodon	\$7	\$12	\$10	sold out
18. Woolly Mammoth	\$10	sold out	\$15	sold out
19. Megatherium	\$10	\$20	\$15	tan--\$25
20. Moschops	\$7	\$12	\$10	sold out
21. Styracosaurus	\$7	\$10	\$10	tan--\$20
22. Parasaurolophus	\$7	sold out	\$10	tan--\$20
23. Struthiomimus	\$5	\$12	\$10	sold out

Please note the second series pieces (16-23) are much rarer and in much shorter supply in certain colors. Also, please be advised that the shades of colors vary. I make every attempt to color match mold groups when ordered as a group. I cannot guarantee color matching when orders are split.

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5. Quisp Battery Operated Spaceship
6. Cap'n Crunch Rocket Ring
7. R&L Bobbin Head animals
8. Foreign R&L: Crazy Pirates, Neptunes, Veggie Sports
9. Baron von Redberry/Sir Grapefellow Airplanes
10. Vulture Squadron Zilly/D. Dastardly /Klunk Bi-Planes
11. Dr. Seuss Revell model kits
12. Count Chocula Secret Compartment Ring
13. HR Pufnstuff/Krofft related items
14. Frankenberry Vinyl doll
15. Nabisco Spoonmen
16. Freakies Cereal bowl/mug set
17. any Quisp/Quake/Quangaroo cereal premiums and send-a-ways
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'60 (Johnny Jet) Jets
'60 USS Skate sub Cocoa Krispies
'61 "Million Dollar offer" FrostyOs
'61 (Bugs Bunny on front) Top 3
'62 Yogi Birthday comic Corn Flakes
'62 Jack E. Leonard Alpha Bits
'63 & '65 Snagglepuss Cocoa Krispies
'63 & '66 Yogi Bear OKs
'63 "Zilly Zoo Fun" Crispy Critters
'63 So-Hi Rice Krinkles
'64 Quick Draw McGraw Smacks
'64 Snag, Huck, & Quick Draw sign
'65 Linus stuffed toy Crispy Critters
'65 Treasure chest Cap'n Crunch
'66 Spy-master belt Crispy Critters
'66 Rory Raccoon Sugar Sparkled Flakes
'66 Linus Puppet Theater Crispy Critters
'66 "Now orange moose" Crispy Critters
'66 Lovable Truly Alpha Bits
'66 So-Hi & dragon Rice Krinkles
'66 Trial blue bear Crispy Critters

'67 Dr. Dolittle medical kit Crispy Critters
'67 Hillbilly Goat Stars
'67 Batman periscope Frosted Flakes
'67 Batman stampets Rice Krispies
'68 Pushme-Pullyu Crispy Critters
'69 Archies offers Toasties
'69 First Post Pebbles
'70 Peter Max's LOVE Swiss Cereal
'71 Quang-a-rang Orange Quangaroos
'71 (Cartoon king) King Vitaman
'71 "New" Pink Panther Flakes
'72 Air car Sir Grapefellow
'72 Flintmoboat Fruity Pebbles
'72 Phony-balony Super Orange Crisp
'72 Royal racing coach King Vitaman
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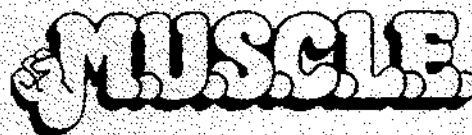
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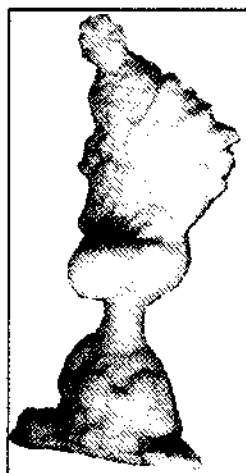
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8TH WONDER OF THE FREAKIE WORLD

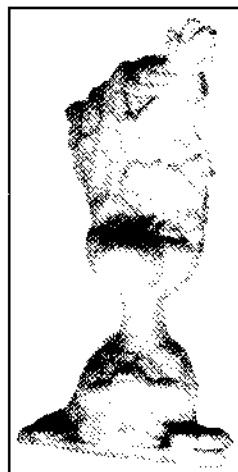
Trick question: How many Freakie Figures are there? *

Now Available



If you answered 7, you need to go back to Freakie school. There exists the 8th Freakie figure of Goody Goody with a Carmen Miranda Fruit hat which was only available a short time in Fruity Freakies. Yes Siry, through cloning advancements in science, Fruity Freakie 8 is now available to you, the consumer. Original FF8 go for 125.00 to 250.00 (when found), but you pay only 24.00 ppd. for this exact recreation that is also PINK.

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* Answer : Not known how many, as production numbers have never been released. Keep wondering.

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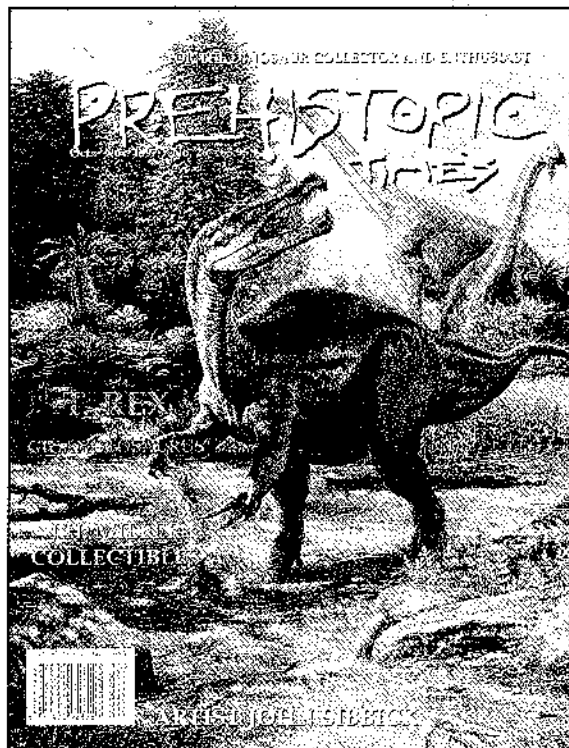
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Hanna-Barbera green/orange figures (Canada '72) @ \$50
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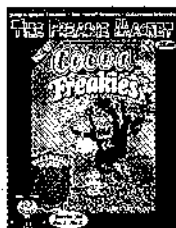
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4. Boo Berry Full Figure w/ Star Wars offer - Coupon cut \$175
5. Punch Crunch with Microscope offer - NM flat \$150
6. Fizzies Orange w/ Deer on front - EX \$85
7. Lucky Charms with Star Wars Stickers offer - EX \$50
8. Good & Plenty Box w/ Choo Choo Charlie Poster offer - NM \$45

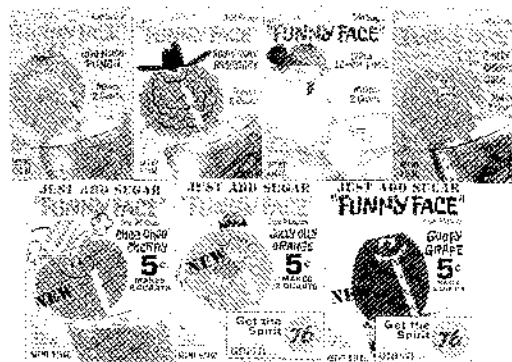


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5. Quangaroos Orange Crate - EX \$75
6. Dick Dastardly Mean Machine - NM yellow \$75
7. Peter Perfect Turbo Terrific - NM red \$65
8. Herbie the Love Bug Premium Car w/ Launcher - Canadian \$50
9. Fruit Brute Lightswitch Sticker - NM \$50
10. Cap'n Crunch Hand Puppet - NM \$50
11. Cap'n Crunch Imprint set - Pad & 3 yellow & 3 blue stamps \$45
12. Cap'n Crunch "Why Don't You Write" Pad - NM \$40
13. Cap'n Crunch Coloring Book - VG \$40
14. Cap'n Crunch Magnaviewer - MIP \$40
15. Dave (Cap'n Crunch) Hand Puppet - NM \$35
16. Quisp Gyro Scrambler - NM \$35
17. Quake Magnaviewer - MIP \$30
18. Quake Magnaviewer - MIP \$30
19. Quangaroo Gyro Scrambler - EX \$25
20. Quisp & Quake Decal Sheet - NM \$25
21. Bullwinkle Coloring Book - General Mills - NM \$20
22. Freakies Magnets - EX \$15
23. Freakies Figures - NM \$10



ADVERTISING & FUNNY FACE



1. Twinkie the Kid Inflatable Figure - 1970's \$125
2. Goofy Grape Walker - EX no coin \$70
3. Choo Choo Cherry Pack - 1969 NM full \$50
4. Loud Mouth Punch Pack - 1972 NM full \$35
5. Rootin Tootin Raspberry Pack - 1972 NM full \$35
6. Lefty Lemon Lime Pack - 1972 NM full \$35
7. Chilly Cherry Cola Pack - 1972 NM full \$35
8. Jolly Olly Orange Pack - Union 76 NM full \$25
9. Goofy Grape Pack - Union 76 NM full \$25
10. Funny Face Large Iron Ons - 1974 NM \$20 each

MISC & TOYS

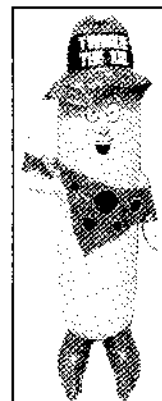
1. Mighty Hercules Ring - VG loose \$150
2. HR Pufnstuf Halloween Costume - Loose w/ mask VG \$125
3. Banana Splits 2" rubber Figures - Snorky or Drooper - EX \$50 each

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The Freakies aren't dead.
They were just resting!

Freakies



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It was the strangest thing, really. There the Freakies were, bowling side-by-side on their seven little lanes. Cowmumble had just thrown a strike in spite of her abysmal (that means really bad) form and that had caused Gargle to begin formulating what is now a universally accepted equation; ignorance x chance squared equals success. Or, $S = ic^2$.

Anyway, just as he was getting a really fine intellectual grip on his theory, all the Freakies began getting groggy. Soon they had slipped into the alpha state, which most of us know as that really goofy time right before you fall asleep. And since it's just a hop, skip and a drool from the alpha state to deep sleep, that's what they did. Sleep, I mean. Boy did they sleep. History tells us they had the longest REM period ever recorded. Then, too, there was the snoring. History doesn't tell us exactly how bad it was but drawings on cave walls indicate that the Freakies' snores cleared out a whole forest and a nearby mountain range.

Then, after about 25 years, as if by magic they awoke - feeling refreshed and ready for fun. Finding themselves in 1998 was a little disorienting but they soon adjusted to computers, cell phones, CDs and the Spice Girls. (Although that last one was a little hard at first.) And when they found out about the internet, well, they set up a website lickitysplit and that's where you can find them today. And if you sign their guest book while you're there, one of the Freakies will email you back!

So Visit Them At <http://www.freakies.com>